

City Council

Mayor Sarah Glade Gurney

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John Eder

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Planning Director

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Administrative Assistant

Rebecca Mansour

City of Sebastopol Design Review Board Staff Report

Meeting Date: March 16, 2016
Agenda Item: 8A
To: Design Review Board
From: Jonathan Atkinson, Assistant Planner
Subject: Major Design Review: Redwood Marketplace
Recommendation: Approval with Conditions
Applicant/Owner: McNellis Partners
File Number: 2015-87
Address: 700-800 Gravenstein Highway North
CEQA Status: Categorical Exemption: Section 15301: Class 1
Categorical Exemption: Section 15311: Class 11
General Plan: General Commercial
Zoning: CG: General Commercial

Introduction:

This is a Major Design Review application, requesting approval to make several facade and landscape improvements, and create a new sign program for Redwood Marketplace, a shopping center, at 700-800 Gravenstein Highway North. On October 7, 2015, the Board reviewed an earlier version of the Design Review submittal, and was generally supportive but continued the application for revisions and more information.

Project Description:

Façade and Landscape Improvements

- Main Court: The area directly south of Lucky's will be developed as an outdoor plaza for general use by Redwood Marketplace tenants and customers that contains new seating (covered and uncovered), planters, hardscape, and tactile pavers.
- Mini Court: The area directly in front of AIM Mail Center and the former Baskin Robins will be developed as an outdoor plaza that contains new seating (covered and uncovered), planters, hardscape, a low wall, and tactile pavers.
- Outdoor Seating: The areas directly in front and to the right of Lucky's will be developed to contain new hardscape and seating with planters to create a barrier between pedestrians and vehicular traffic.
- Façade Enhancements: Each tenant space will undergo façade improvements, which include the following: Elevated tenant signs above the roof tiles, new gutters, and a trellis

that will provide shade. The two anchor tenants, who currently consist of Lucky's and CVS Pharmacy, will have dormers.

- Canopy Posts: Each post will be upgraded to have a new light fixture and trellis. Posts will also either have planters with vegetation or a banner with a paved base.
- Landscape and Parking Improvements: Redwood Marketplace will undergo several landscape improvements, which include the following: New ADA parking spaces and a defined accessibility path of travel, tree removals, planter beds, and vegetation.

Sign Program

The sign program contains an overview of the review process for all signage and consists of the following:

- Anchor Tenant Dormer Signs and Wall Signs: Each of the anchor tenants will have one dormer sign and all non-anchor tenants will have a wall sign that contains either external or internal illumination. Colors, materials, and location will be subject to landlord approval. The size will be subject to sign area allowances based on tenant frontage per the Sign Ordinance. The signs will gradually replace existing fascia/wall signs that are internally-illuminated. Only large anchor tenant signs would be subject to Design Review Board approval.
- Projecting Signs: Each tenant will be allowed to have one non-illuminated projecting sign. Colors, materials, and location will be subject to landlord approval. The size will be subject to projecting sign standards as set forth in the Sign Ordinance.
- Monument Signs: Two monument signs that will each measure 12 feet (width) by 6 feet (height), contain external illumination through in-ground LED lights, list the site address, and read: "Redwood Marketplace." The monuments signs will be located opposite of one another at the primary Gravenstein Highway North entrance. The signs will replace an existing monument sign.

The two Single Pad Tenants would be permitted to each have one monument sign with a maximum area of 10 square feet and height of 4 feet. The signs would be allowed to have either internal or external illumination.

- Marketplace Directional Identification Signs: Two non-illuminated directional identification signs that will each measure 1 foot and 8 inches (width) by 4 feet and 6 inches (height), have a total height of 6 feet, bear the Redwood Marketplace logo and read: "Redwood Marketplace." The signs will be located at the Tocchini Street entrance and the entrance near Fiesta Shopping Center.
- Additional Signage: The Design Review submittal indicates that some of the posts throughout the site may contain temporary banners on a seasonal basis.

Environmental Review:

The application is categorically exempt from the requirements of the California Environmental Quality Act (CEQA), pursuant to the following:

15301: Existing Facilities: Class 1 consists of the operation, repair, maintenance, permitting, leasing, licensing, or minor alteration of existing public or private structures, facilities, mechanical equipment, or topographical features, involving negligible or no expansion of use beyond that existing at the time of the lead agency's determination.

The project is consistent with this categorical exemption in that it involves several minor façade and landscape improvements for an existing shopping center, and does not involve a significant expansion of its footprint.

15311: Signage: Class 11 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 sign 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 façade and landscape improvements 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

- *Goal 8: Create opportunities for economic development and redevelopment.*
- *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 façade and landscaping improvements.

Zoning Ordinance Consistency:

The site is located in the CG: General Commercial District. The project is not subject to any specific development standards required in the CG District in that it only involves façade and landscape improvements for an existing shopping center.

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

Section 17.230.050.I: 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 Feet	125 Square Feet
704	60 Feet	77.5 Square Feet
708	23 Feet	25 Square Feet
720	45 Feet	55 Square Feet
724	23 Feet	25 Square Feet
728	68 Feet	72 Square Feet
732	20 Feet	25 Square Feet
736	23 Feet	25 Square Feet
740	15 Feet	25 Square Feet
744	15 Feet	25 Square Feet
748	45 Feet	55 Square Feet
776	195 Feet	175 Square Feet
780	30 Feet	32.5 Square Feet
784	30 Feet	32.5 Square Feet
788	210 Feet	175 Square Feet
790	45 Feet	55 Square Feet
800	98 Feet	125 Square Feet

(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 two monument signs for Redwood Marketplace, which will have a maximum height of 6 feet. The application is consistent with the maximum height requirement but needs a Sign Exception because it exceeds the maximum allowance of one monument sign.

Section 17.230.050 B: Projection Limits and Sign Clearances

(1) Free-standing signs must be located a minimum of 5 feet behind the back of the sidewalk (or right-of-way if there is no sidewalk). Free-standing signs may not project into any public right-of-way.

The sign program would result in the installation of multiple 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 free-standing 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 6 square feet in area, and may not project more than 3 feet from the wall of a building. The bottom of projecting signs shall be at least 7 ½' 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 17.230.050 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.

The 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: Downtown 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 currently permits internally-illuminated signs for its tenants. The Board should determine if internal illumination is appropriate for the sign program.

Section 17.230.060 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 3 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 5 or fewer tenants, and 100 square feet for signs representing 6 or more tenants. The monument sign square footage shall be in addition to the maximum allowable sign square footage per Table 1. The sign program shall be consistent with the standards defined below for the zoning district in which the development is located, and shall approved by the Design Review Board prior to the approval of any individual sign within said center, park, or building.

The project involves the creation of a new 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 72 square feet each. The application requires a Sign Exception for two monument signs and because the signs exceed maximum allowable sign area. A Sign Exception appears to be reasonable in this case.

Section 17.230.060 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.

Section 17.230.070 E: Temporary Signs

(1) Banners. Banners for new businesses or for special events may be approved by the Planning Director for a period not to exceed 30 days. The approval may, at the request of the applicant, be extended for an additional 30 days for a new business if a complete Sign Permit application has been filed with the Planning Department for permanent business identification signage. Banner signs may be installed on the building only, and are not permitted to be installed in the landscaping, on fencing, or on vehicles.

The sign program indicates that some of the posts may include temporary banners on a seasonal basis. A condition of approval that requires Planning Director approval all temporary banner signs has been added.

Public Comment:

The Planning Department did not receive any comments from the public when the Board initiated its review of the application on October 7, 2015, and has not received any comments as of writing this staff report.

City Departmental Comment:

The Planning Department circulated the application to the following City departments for review: Building and Safety, Engineering, and Fire. The City Engineer reviewed the initial Design Review submittal in 2015 and commented that the plans need to be revised to show the existing curbed landscape islands on the two drive aisles at the southeast corner of the parking lot, and the curb transition south of the tenant space at 788 Gravenstein Highway North is unclear. Staff added a condition of approval that requires clarification and revision during the Building Permit Application process.

Required Findings:

Design Review: Section 17.310.030.B.2 of the Zoning Ordinance establishes the following Design Review Procedure: In considering an application for design review, the Design Review Board, or the Planning Director, as the case may be, shall determine whether:

- a) The design of the proposal would be compatible with the neighborhood or 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.

Sign Exception: 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; 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 Zone District.

Analysis:

The project involves several façade and landscape improvements, and a new sign program for Redwood Marketplace. The scope of the project is extensive, as it will result in new outdoor plazas, seating, plantings, hardscape, enhanced facades, and updated signage with external illumination over a gradual period of time. Overall, the project appears to be of benefit to the neighborhood and greater Sebastopol in that it enhances and updates a large aging shopping center that has a highly-visible location on Gravenstein Highway North.

The project also creates opportunities for outdoor dining and seating in areas within the shopping center, where they did not previously exist. Furthermore, the project will 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. The Board should 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 and sign area for monument signs, and the number of signs for Single Pad Tenants, which the Board could find appropriate given the size and number of entrances of Redwood Marketplace.

Recommendation:

Staff recommends that the Board approve the 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 façade and landscape improvements, 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.

DESIGN REVIEW PERMIT: 2015-87
Redwood Marketplace
Façade and Landscape Improvements
Sign Program
700-800 Gravenstein Highway North

Findings for Approval:

1. That the project is categorically exempt from the requirements of CEQA, pursuant to Section 15301, Class 1, in that it involves several minor façade and landscape improvements for an existing shopping center, and does not involve a significant expansion of its footprint.
2. 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.
3. That the project is consistent with the General Plan in that it involves the improvement of a large existing shopping center, which is a goal of the Land Use Element.
4. That the sign program is consistent with the applicable provisions of the Zoning Ordinance with approval of a Sign Exception.
5. 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 new outdoor plazas, dormers, illuminated signage, and freestanding signs as part of several façade and landscape improvements, which is characteristic of other large commercial developments throughout Sebastopol.
6. That the design provides appropriate transitions and relationships to adjacent and the public right-of-way in that the dormers, fascia/wall signs, freestanding signs are proportional to the building frontage for each tenant space, and the landscape improvements do not encroach onto public sidewalks or roadways.
7. 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 façade and landscape improvements.
8. 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 all of the landscape improvements are consistent throughout the shopping center.
9. That the design of the project is in conformity with the adopted Design Guidelines in that it would reestablish a unified architectural design through façade improvements and a new sign program, and develops outdoor gathering and public eating areas.
10. 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.

11. 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 March 2, 2016. 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 17.250.050 of the Zoning Ordinance.
2. All construction shall conform to the plans date-stamped March 2, 2016, unless the design is modified herein. The applicant must obtain a Building Permit prior to the commencement of construction activities.
3. The sign installation shall be consistent with the application materials date-stamped March 2, 2016. No other signs regulated by the Sign Ordinance shall be installed or displayed without the prior written approval of the Planning Department.
4. 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.
5. 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.
6. The plans for a Building Permit Application submittal shall be revised to show the existing curbed landscape islands on the two drive aisles at the southeast corner of the parking lot, and the curb transition south of the tenant space at 788 Gravenstein Highway North.
7. ADA accessibility upgrades shall be CASP certified and inspected to the satisfaction of the Building Official.
8. No tree removals are authorized with this approval. All tree removals at Redwood Marketplace shall be consistent with the Tree Protection Ordinance.
9. All banners shall be reviewed and approved by the Planning Director and/or his or her designee.

Attachments:

- Master Planning Application Form (Includes Written Statement)
- Site Photographs
- Design Review Submittal



City of Sebastopol

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

MASTER PLANNING APPLICATION FORM

Planning File # 2015 - 87
Date Filed: 09/09/15
Total Fee Paid = \$ 910 Deposit
Received by: JA
Date Application Deemed Complete: 09/14/15

PROJECT INFORMATION

ADDRESS: 700-800 Gravenstein Highway North, Sebastopol
ASSESSOR'S PARCEL #: 004-430-041-000 (requires verification)
PARCEL AREA: 316,737 sf / 7.2 acres (requires verification)

APPLICANT OR AGENT:

Name: McNellis Partners
Email Address: john@McNellis.com
Mailing Address: 419 Waverly Street
City, State, Zip: Palo Alto, CA
Phone: 1 650 853 3900
Fax: 1 650 853 3910
Business License #: _____
Signature: [Signature]
Date: September 09, 2015

OWNER OF PROPERTY, IF OTHER

THAN APPLICANT:

Name: Applicant is owner
Email Address: _____
Mailing Address: _____
City, State, Zip: _____
Phone: _____
Fax: _____
Business License # _____
Signature: _____
I certify that this application is being made with my consent.
Date: _____

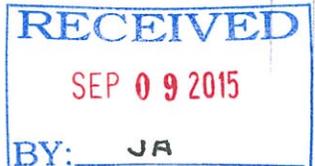
OTHER PERSONS TO BE NOTIFIED: (Include Agents, Architects, Engineers, etc).

Name: Beth Walter
Email Address: Beth@McNellis.com
Mailing Address: 7423 Winding Way
City, State, Zip: Fair Oaks, CA, 95628
Phone: 1 916 436 2500
Fax: 1 916 436 2503

Name: Daniel Macdonald Architects AIA, Inc
Email Address: dsaunders@dmaia.com
Mailing Address: 1595 Grant Ave, Suite 200
City, State, Zip: Novato CA 94945
Phone: 1 415 899 0050
Fax: 1 415 899 0055

Project Description (attach additional pages if needed): DESCRIBE IN DETAIL the proposed project and permit request:

Voluntary accessibility path of travel upgrades, beautification work to the existing buildings and exterior spaces and improvements to the Marketplace's identity with new signs. All as described in the submitted drawings (sheets A0 through A13). Feature elements shall be; repaving out of compliance pedestrian walks and accessible parking stalls, upgrading curb ramps, signs and striping; adding building elements to the roof eave area to introduce attractive detail, articulation and focus. Providing new purpose-made tenant sign locations; wrapping the existing walkway structure with trellis and providing vertical planting opportunities; And creating a community space at the heart of the market place with outside shaded seating areas. (NOTE: NO ADDITIONAL SF ADDED TO BUILDINGS)



This application includes the checklist for the type of application requested: Yes No

Please indicate the type(s) of application that is being requested (example: Use Permit, Design Review, Variance, Planned Community Rezone, etc): Design Review

Please describe existing uses (businesses, residences, etc) and other structures on the property: Multi-Tenant Shopping center

Square Feet Building Existing: _____
Square Feet Building Demolished: 0
Square Feet Building New: 0
Net Change in Building Square Feet: 0

Number of Dwelling Units Existing: _____
0 Bedrooms 1 Bedroom 2 Bedrooms 3 Bedrooms 4+ Bedrooms

Number of Dwelling Units Proposed: _____
0 Bedrooms 1 Bedroom 2 Bedrooms 3 Bedrooms 4+ Bedrooms

Net Change in Dwelling Units: _____

Existing: Front Yard Setback _____ Side Yard Setback _____ Rear Yard Setback _____

Proposed: Front Yard Setback _____ Side Yard Setback _____ Rear Yard Setback _____

Existing Lot Dimensions: Front _____ Left Side _____
Rear _____ Right Side _____

Proposed Lot Dimensions: Front _____ Left Side _____
Rear _____ Right Side _____

Existing Lot Area: 316,737 Square Feet
Proposed Lot Area: Same Square Feet

Building Height: Approx 24' Existing Number Stories: _____ Existing
Same Proposed _____ Proposed

Parking Spaces: 351 Existing 339 Proposed

Existing Zoning: General Commercial

Proposed Zoning: Same

Will the project involve a new curb cut or driveway? _____ Yes No

Are there existing easements on the property? _____ Yes No

Will Trees be removed? _____ Yes* No

*If yes, please describe (example; type, size, location on property, etc)

Will Existing Landscaping be revised? _____ Yes No

Will Signs be Changed or Added? Yes _____ No

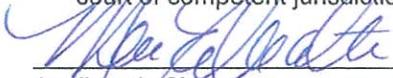
Hours of operation: 6am-12pm Is alcohol service proposed? _____ Yes No

If restaurant, cafe, bar or nightclub, number of seats: not applicable

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.

	9-10-15	2015 - 87
Applicant's Signature	Date Signed	Planning File Number

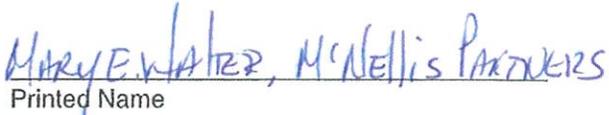
NOTE: The purpose of the indemnification agreement is to allow the City to be held harmless in terms of potential legal costs and liabilities in conjunction with permit processing and approval.

NOTICE OF MAILING:

Effective immediately, email addresses or facsimiles will be used for sending out of staff reports and agendas to applicants, their representatives, property owners, and others to be notified if an email address or facsimile number is available.

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


Printed Name

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

NEIGHBOR NOTIFICATION

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

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

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

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

I have informed site neighbors of my proposed project: _____ Yes No

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

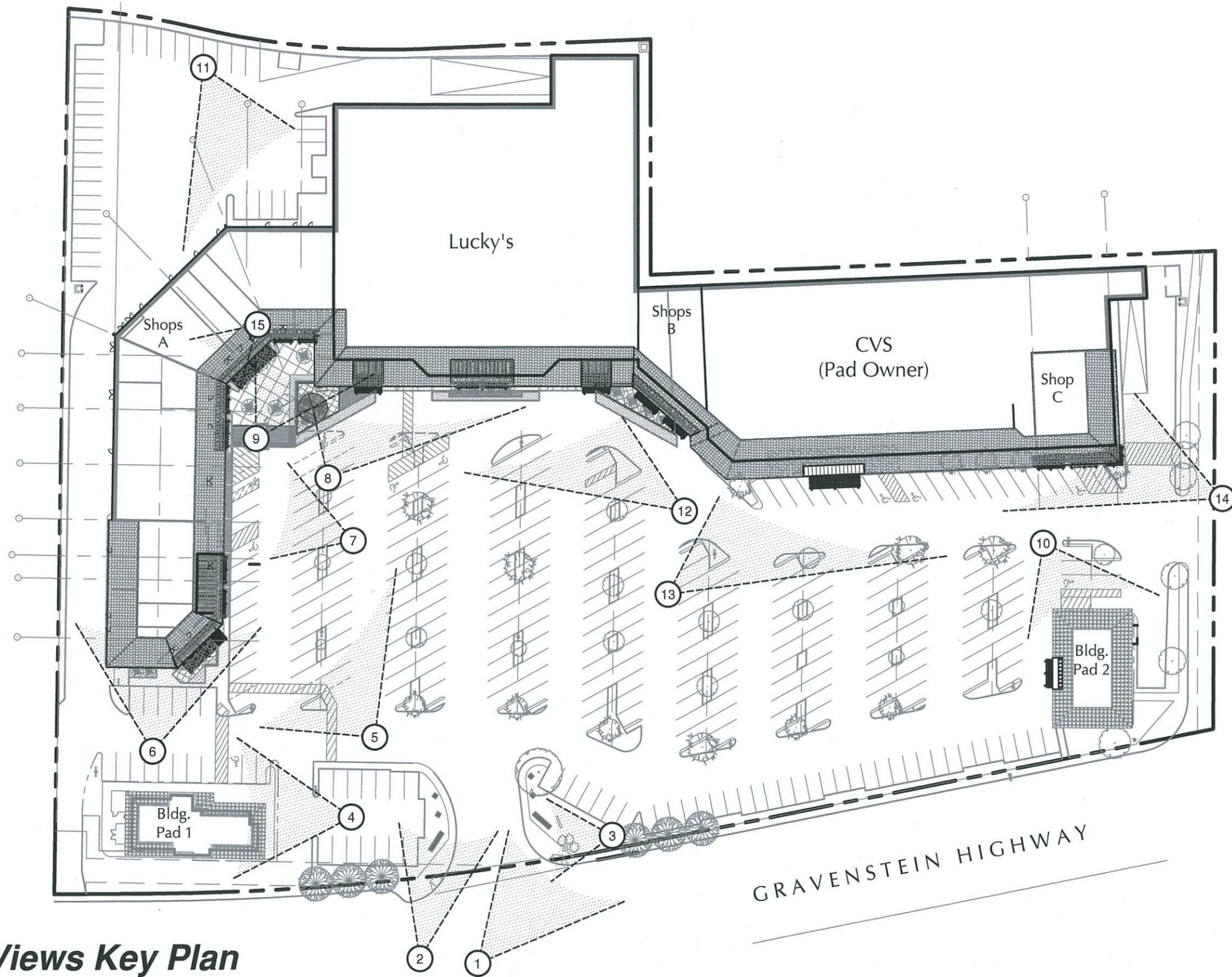
WEB SITE REQUIRED FOR MAJOR PROJECTS

Applicants for major development projects (involving proposed development of 25,000 square feet of new floor area or greater, or 25 or more dwelling units) are required to create a project web site 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 web site address shall be provided as part of the application. The web site shall be maintained and updated as needed until final discretionary approvals are obtained for the project.

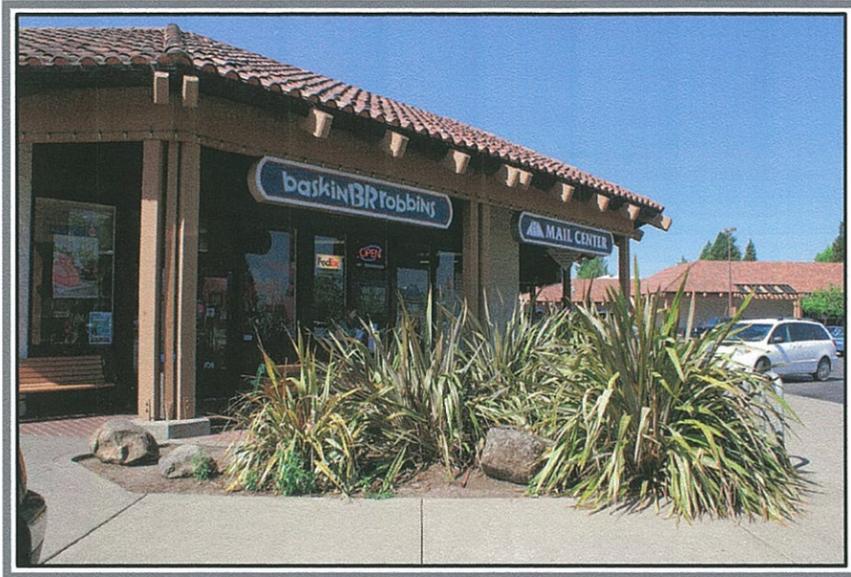
Such web site shall include, at a minimum, the following information:

- 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



(E) Views Key Plan

RECEIVED
 SEP 09 2015
 BY: JA



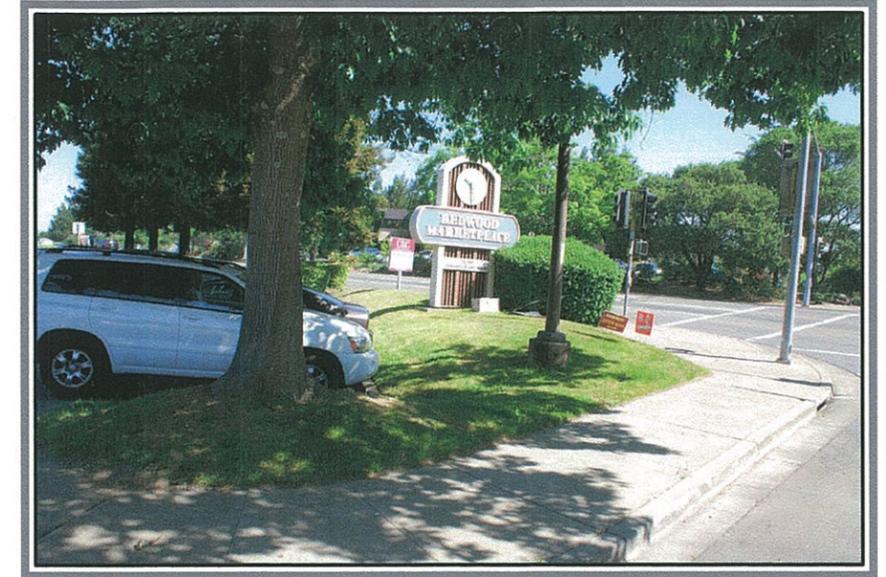
VIEW 6

N.T.S



VIEW 4

N.T.S



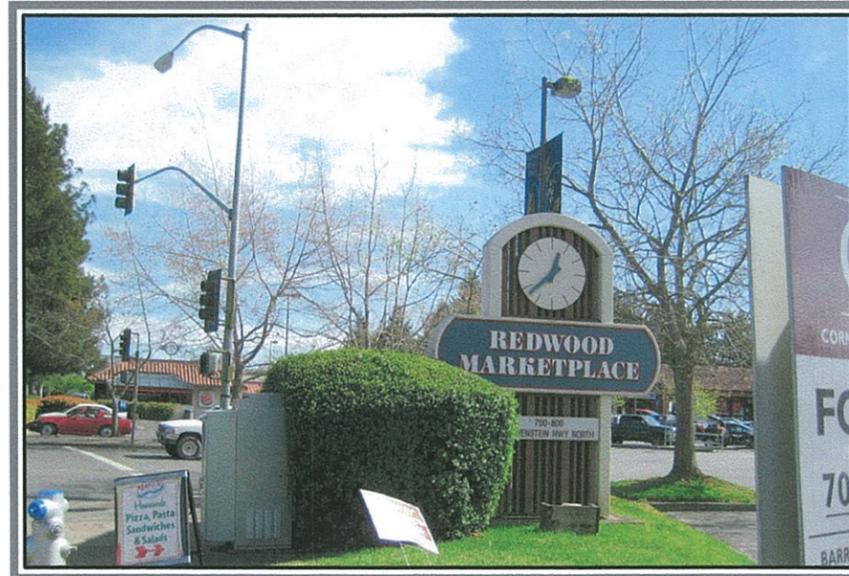
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N.T.S



VIEW 5

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VIEW 3

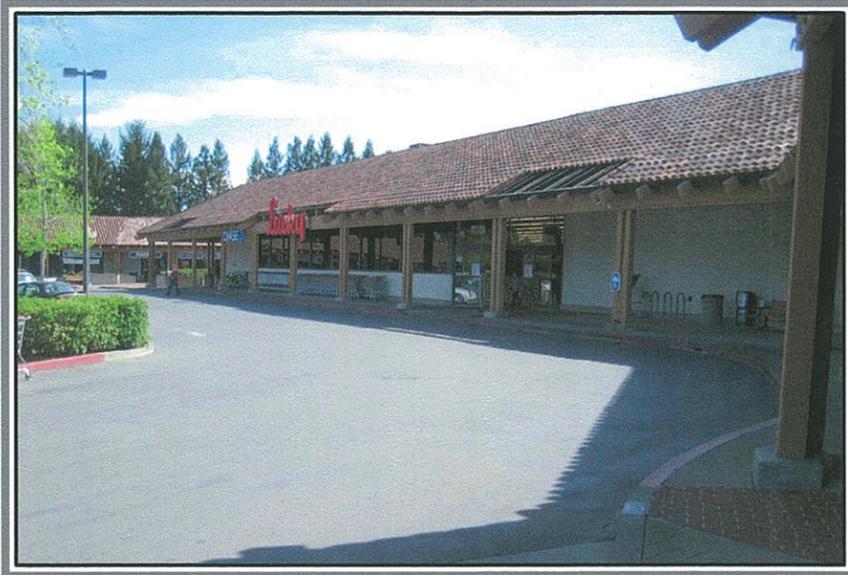
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VIEW 1

N.T.S

Views



VIEW 12

N.T.S



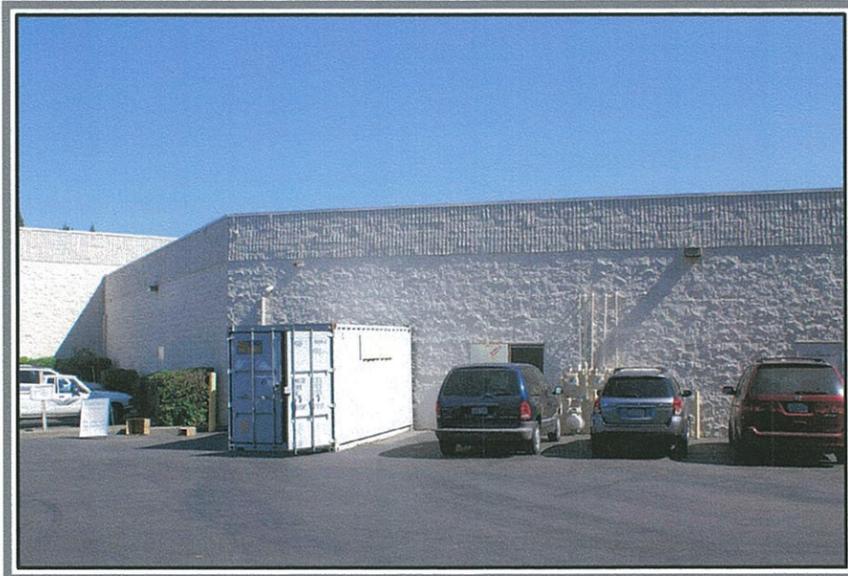
VIEW 10

N.T.S



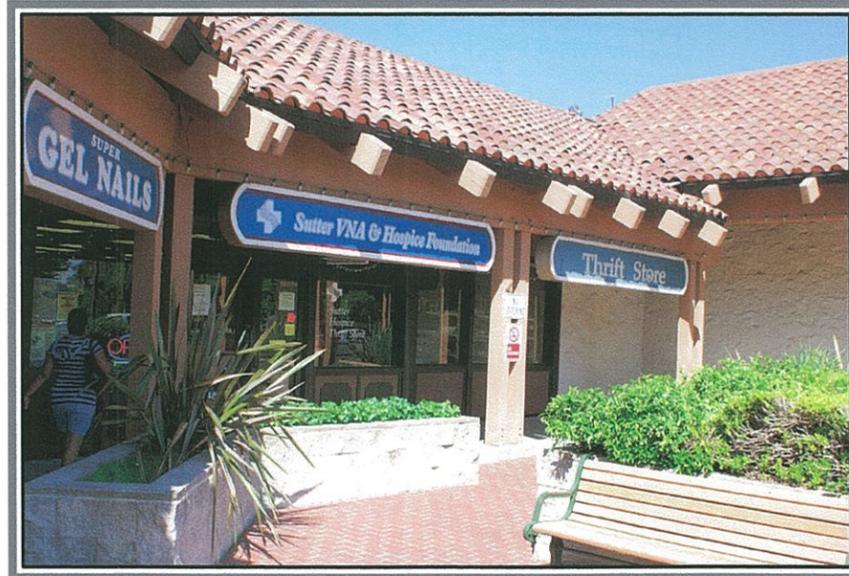
VIEW 8

N.T.S



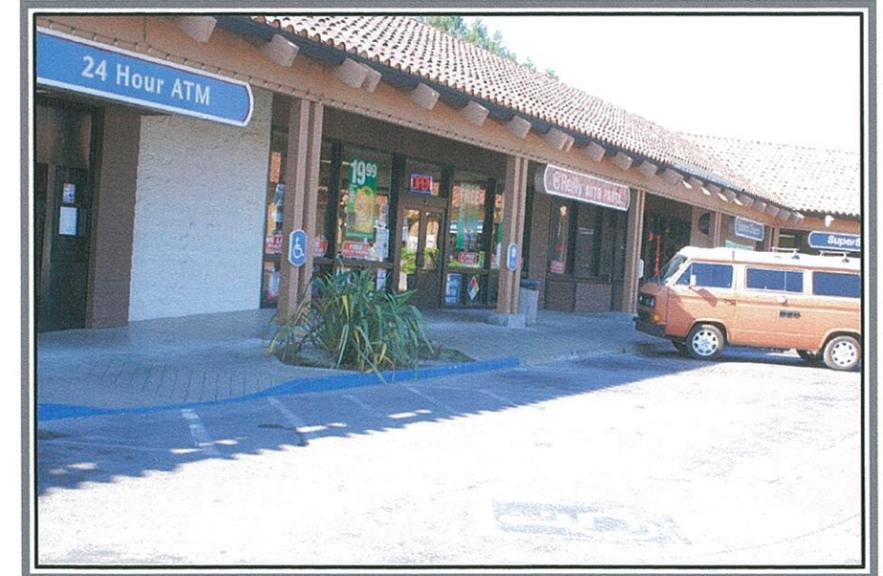
VIEW 11

N.T.S



VIEW 9

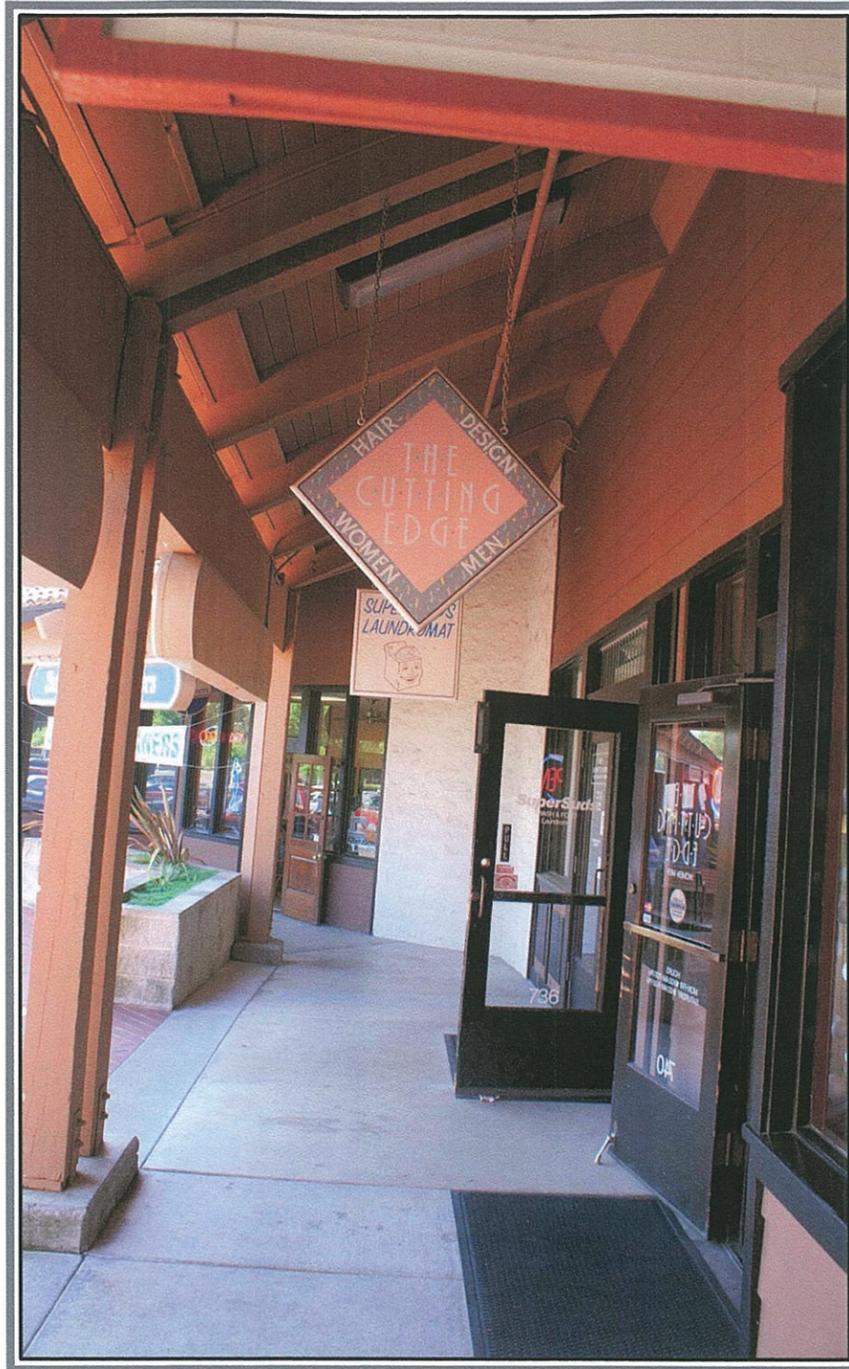
N.T.S



VIEW 7

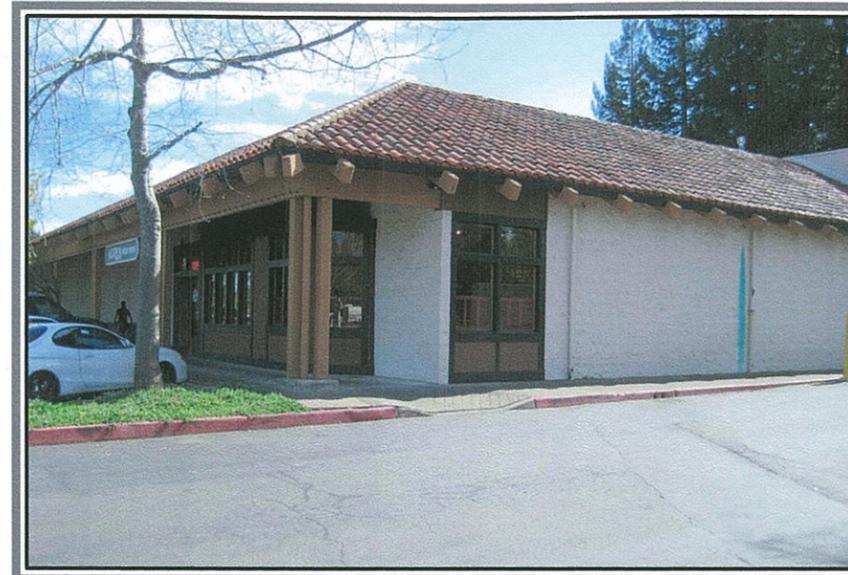
N.T.S

Views



VIEW 15

N.T.S



VIEW 14

N.T.S

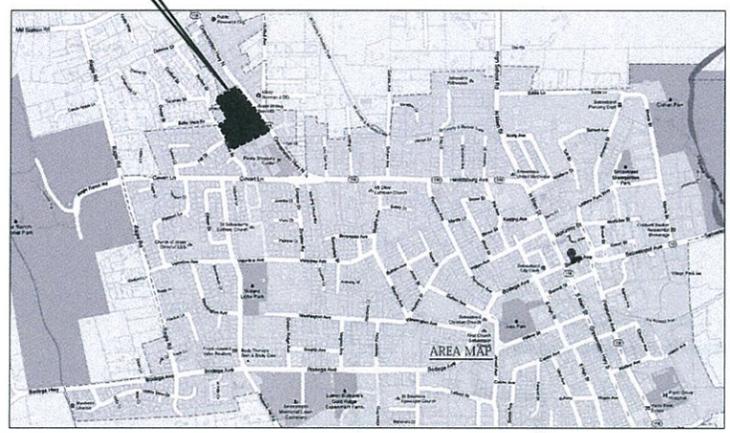


VIEW 13

N.T.S

Views

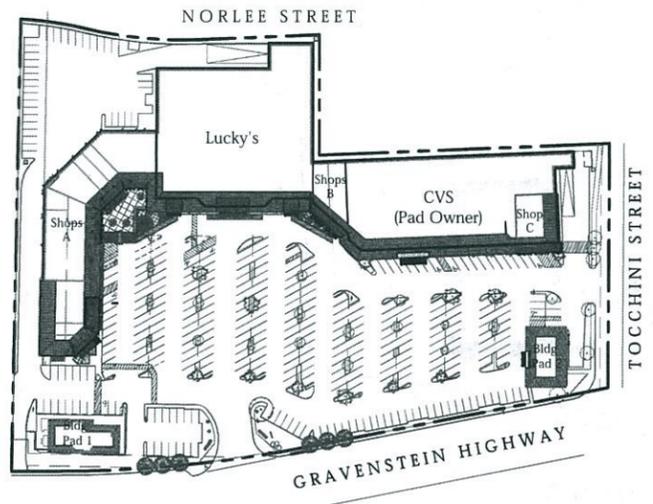
Project Site
Gravenstein Highway
& Tocchini Street



VICINITY MAP OF SEBASTOPOL, CALIFORNIA



Location Map



Key Site Plan

Redwood Marketplace

Site Accessibility Upgrades & Center Renovation Project

Proposed scope of work will not add building area or include Tenant Improvements

Project Information

- Total Existing Building Area 90142 sft
NO ADDITIONS
- Total Existing Parking Stalls 351 stalls
- Accessibility Upgrades For Path of Travel and Parking
- Building Posts and Roof Eaves Upgrade
- Signage Upgrades

Project Team

OWNER
Mc Nellis Partners
419 Waverly Street
Palo Alto, CA 94301
PH: (650) 853-3900
CONTACT: Beth Walter

ARCHITECT
DANIEL MACDONALD AIA ARCHITECTS, INC.
1595 Grant Avenue, Suite 200
Novato, CA 94945
PH: (415) 899-0050
FX: (415) 899-0055
CONTACT:
David Saunders, Projects Director
email: dsanders@dmaia.com

List of Drawings

- A0 Coversheet
- A1 Existing Site Plan
- A2 Proposed Site Plan
- A3 Existing Roof Plan
- A4 Proposed Roof Plan
- A5 Proposed Exterior Places
- A5.1 Proposed Exterior Places
- A6 Existing Elevations
- A6.1 Existing Elevations
- A6.2 Proposed Elevations
- A6.3 Proposed Elevations
- A6.4 Building Elevations & Sections
- A7 Proposed Eave Detail
- A8 Canopy Post Detail
- A9 Proposed Monument Sign
- A10 Proposed Materials & Color
- A11 3D Sketch Images
- A12 3D Sketch Images



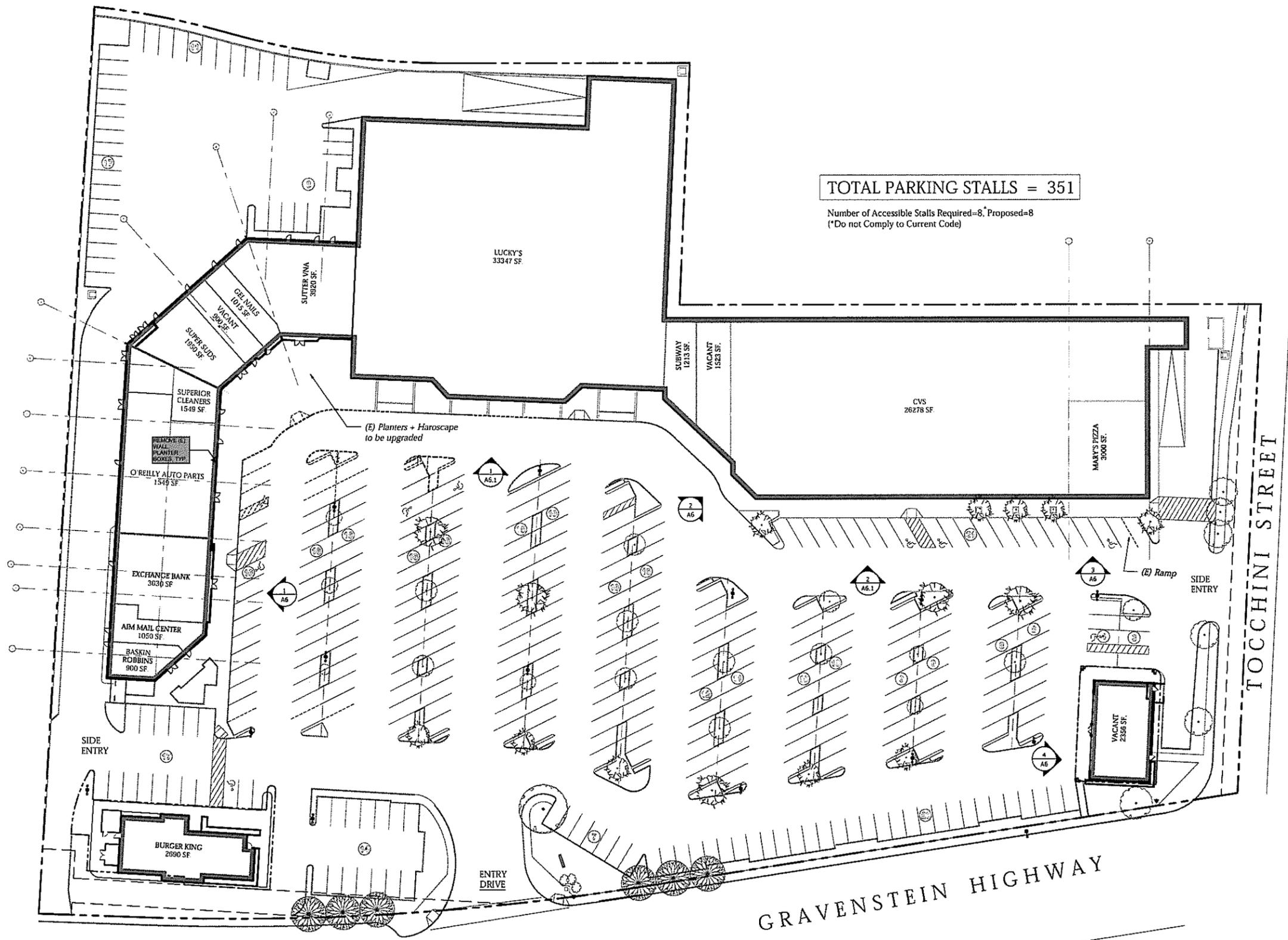
Redwood Marketplace
Gravenstein Highway & Tocchini Street
Sebastopol, California

COVERSHEET

MARCH 01, 2016
DMAIA # 15021

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A0



TOTAL PARKING STALLS = 351

Number of Accessible Stalls Required=8, Proposed=8
 (*Do not Comply to Current Code)

1 Existing Site Plan

1" = 30'-0"



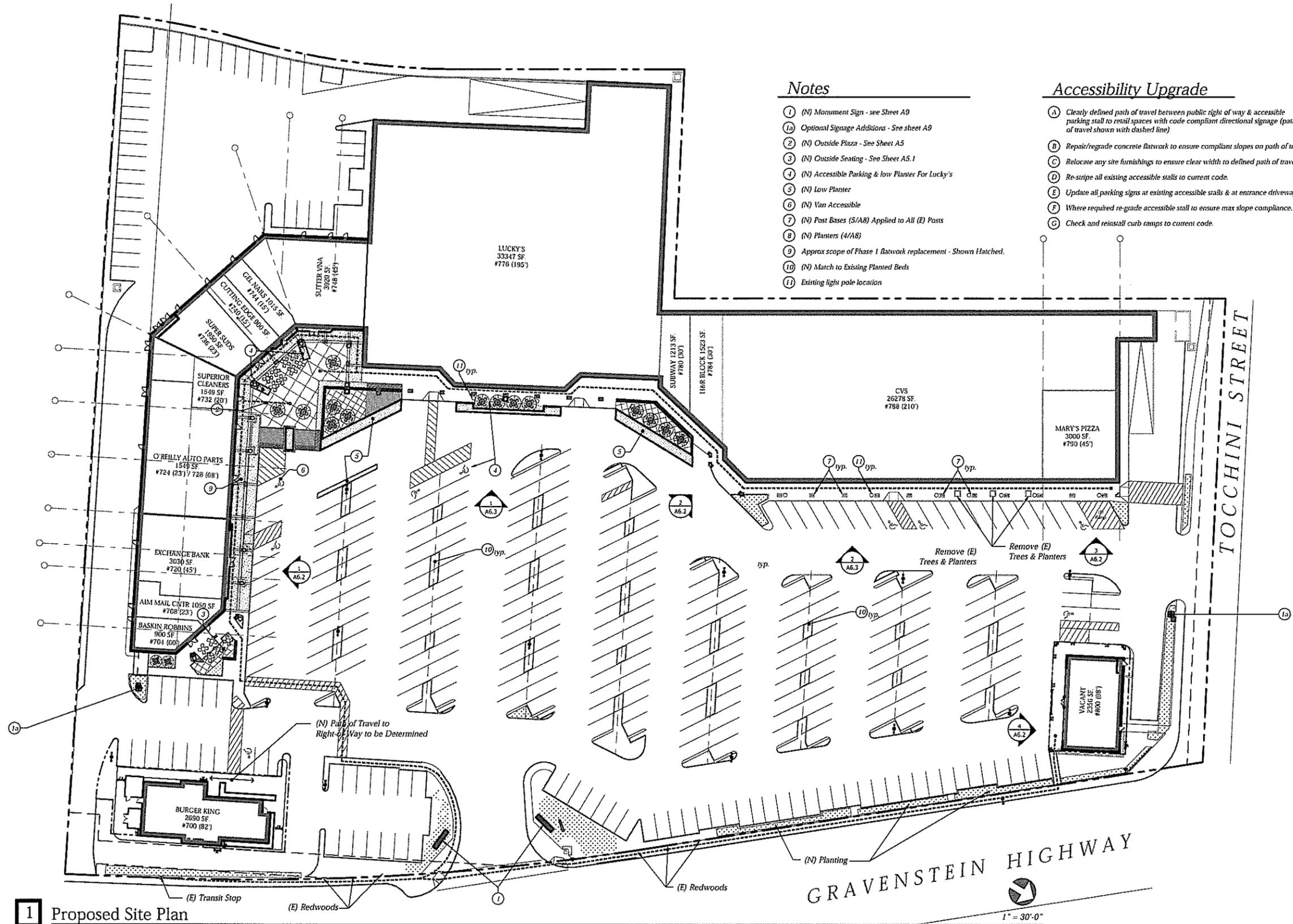
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Redwood Marketplace
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EXISTING SITE PLAN

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A1



Notes

- 1 (N) Monument Sign - see Sheet A9
- 1a Optional Signage Additions - See sheet A9
- 2 (N) Outside Plaza - See Sheet A5
- 3 (N) Outside Seating - See Sheet A5.1
- 4 (N) Accessible Parking & low Planter For Lucky's
- 5 (N) Low Planter
- 6 (N) Van Accessible
- 7 (N) Post Bases (5/A8) Applied to All (E) Posts
- 8 (N) Planters (4/A8)
- 9 Approx scope of Phase 1 flatwork replacement - Shown Hatched.
- 10 (N) Match to Existing Planted Beds
- 11 Existing light pole location

Accessibility Upgrade

- A Clearly defined path of travel between public right of way & accessible parking stall to retail spaces with code compliant directional signage (path of travel shown with dashed line)
- B Repair/regrade concrete flatwork to ensure compliant slopes on path of travel.
- C Relocate any site furnishings to ensure clear width to defined path of travel.
- D Re-stripe all existing accessible stalls to current code.
- E Update all parking signs at existing accessible stalls & at entrance driveways.
- F Where required re-grade accessible stall to ensure max slope compliance.
- G Check and reinstall curb ramps to current code.

1 Proposed Site Plan

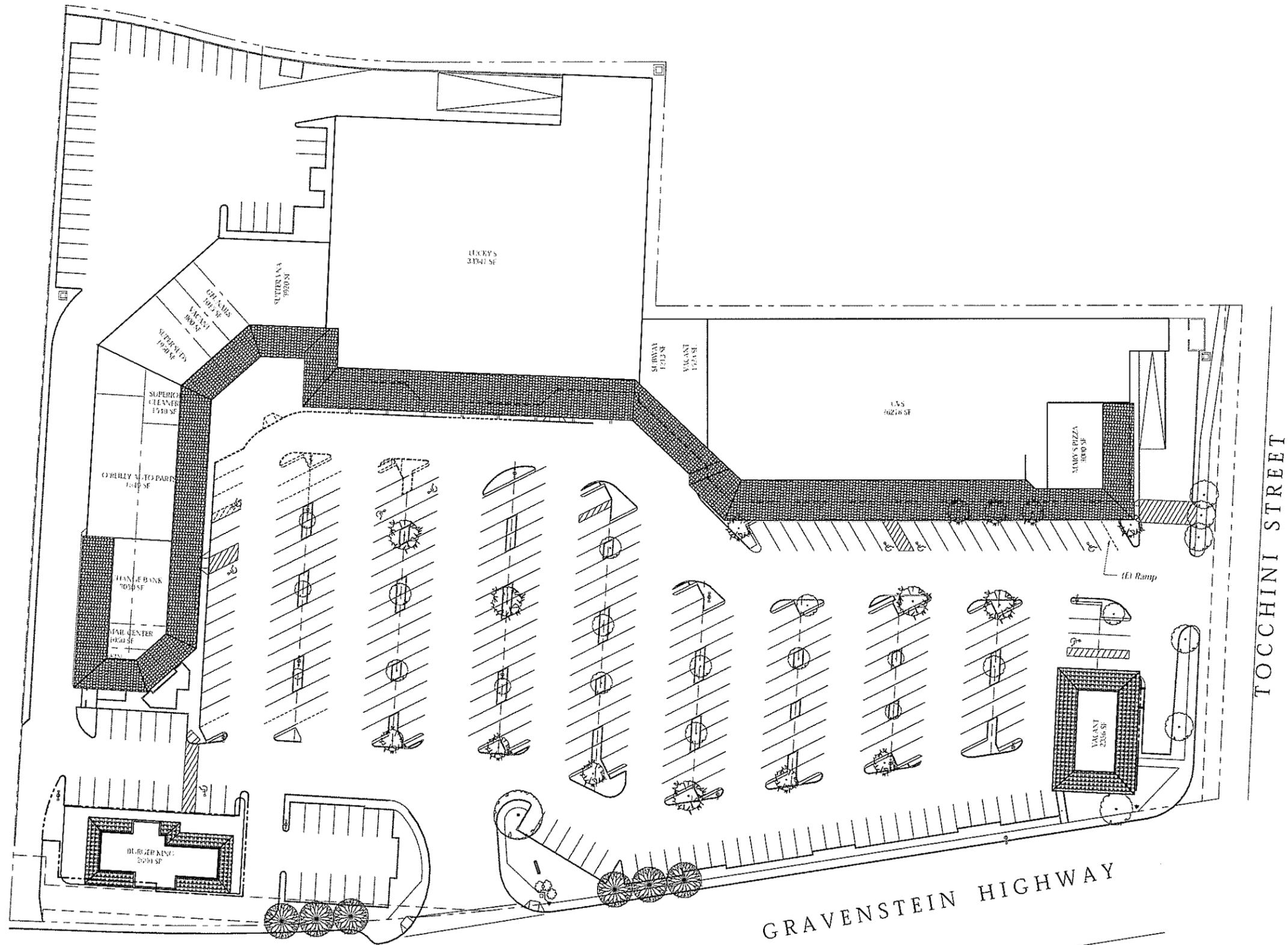
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 Gravenstein Highway & Tocchini Street
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PROPOSED SITE PLAN

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A2



TOCCHINI STREET

GRAVENSTEIN HIGHWAY

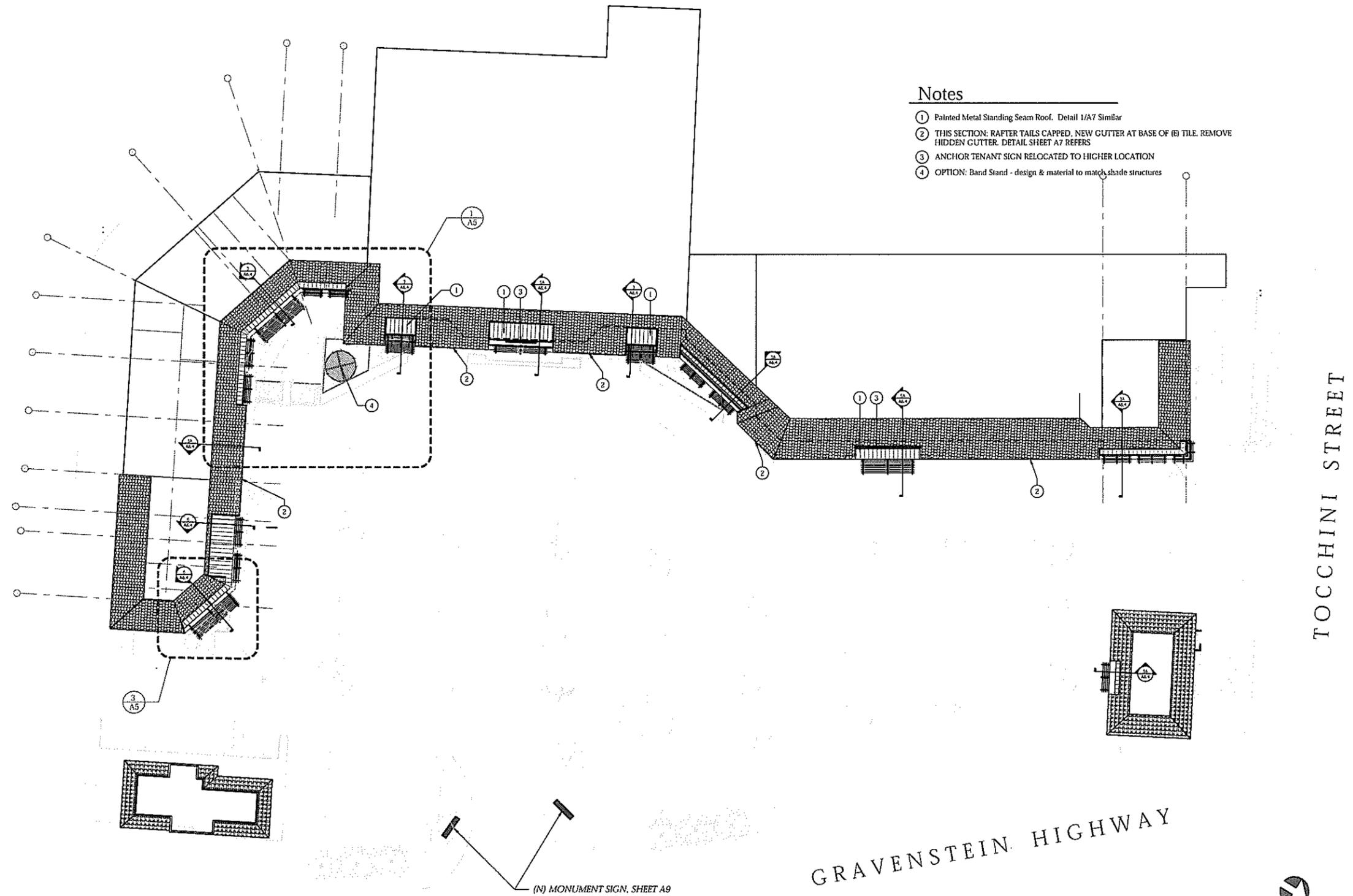
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EXISTING ROOF PLAN

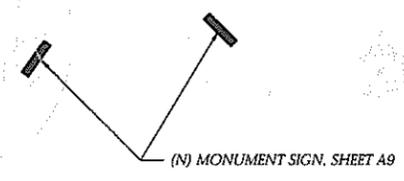
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A3



- Notes**
- ① Painted Metal Standing Seam Roof. Detail 1/A7 Similar
 - ② THIS SECTION: RAFTER TAILS CAPPED, NEW GUTTER AT BASE OF (B) TILE. REMOVE HIDDEN GUTTER. DETAIL SHEET A7 REFERS
 - ③ ANCHOR TENANT SIGN RELOCATED TO HIGHER LOCATION
 - ④ OPTION: Band Stand - design & material to match shade structures

1 Proposed Roof Plan



GRAVENSTEIN HIGHWAY

TOCCHINI STREET

1" = 30'-0"

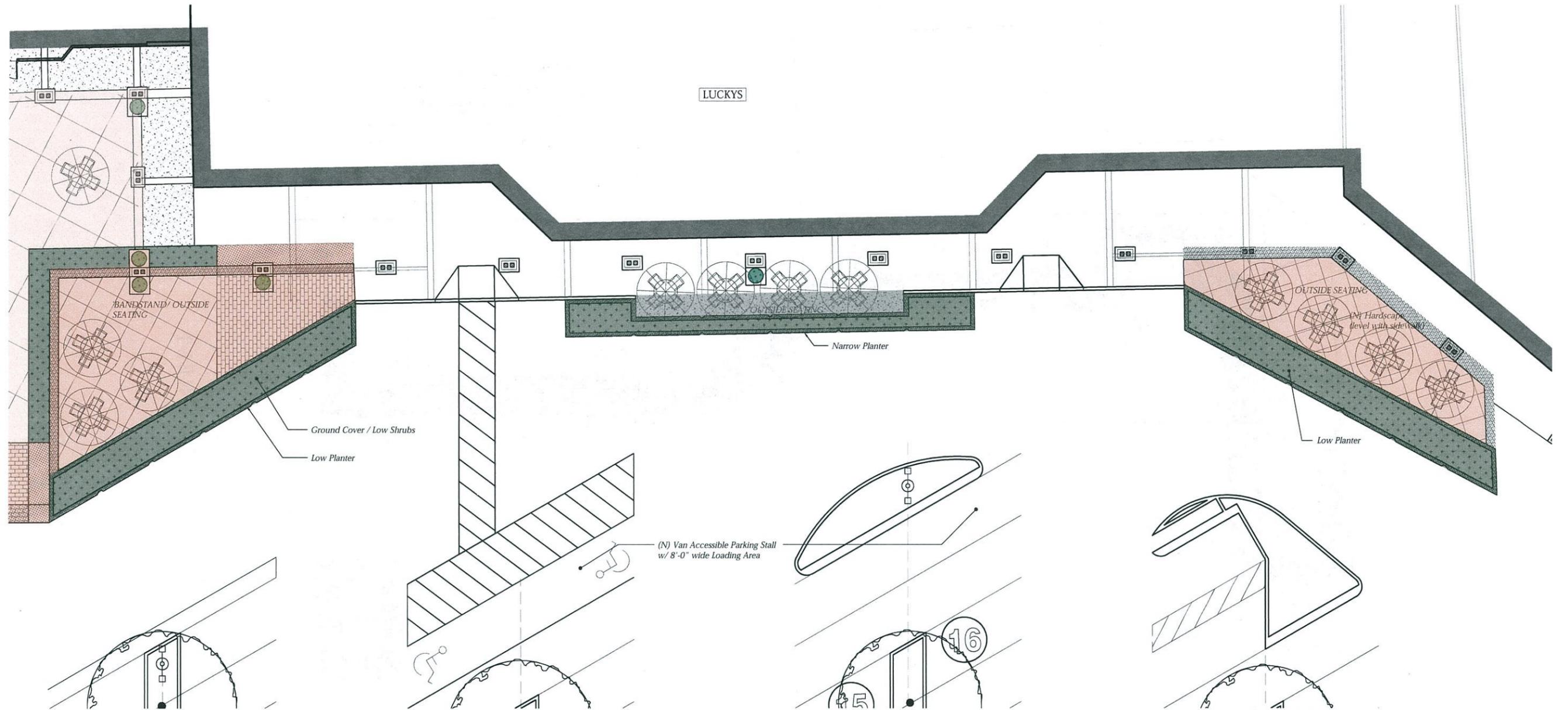
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Sebastopol, California

PROPOSED ROOF PLAN

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A4



1 Proposed Anchor Tenant Frontage Renovation

1/8" = 1'-0"

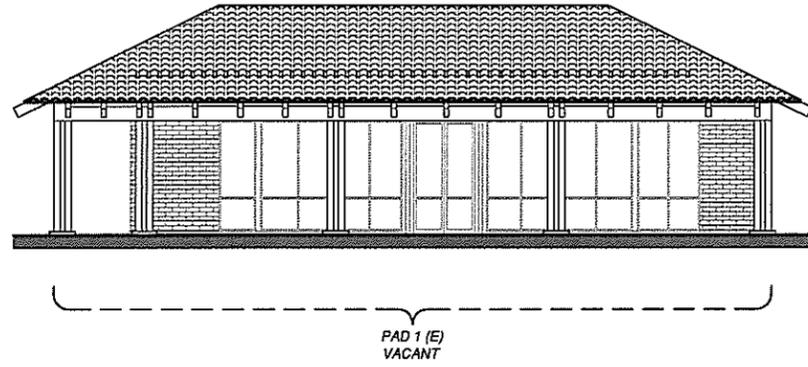
Redwood Marketplace
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 Sebastopol, California

PROPOSED EXTERIOR PLACES

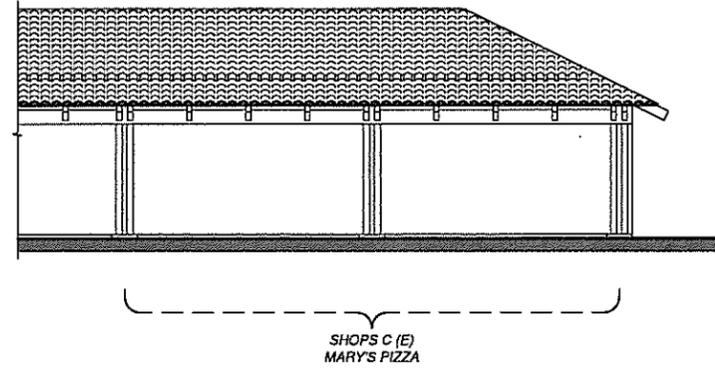
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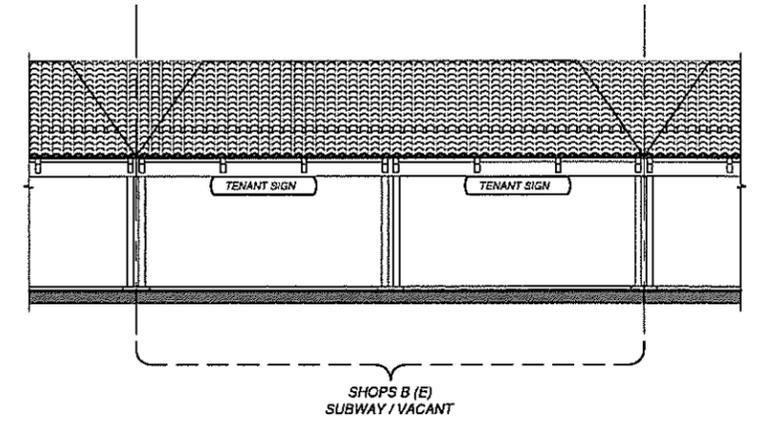
A5



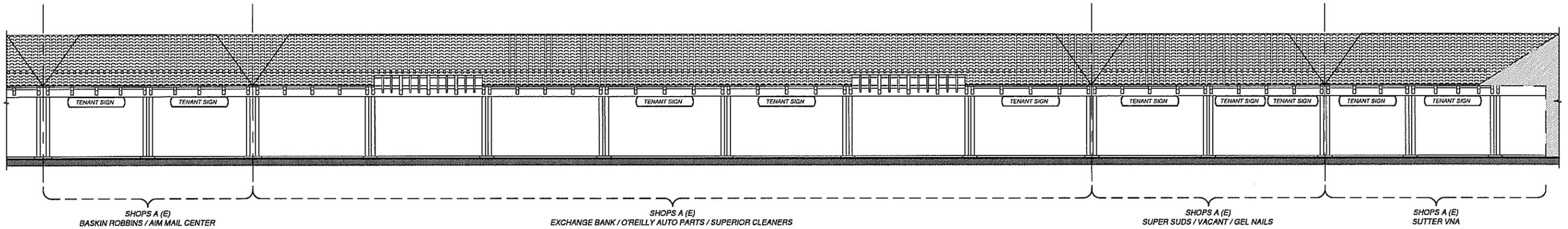
4 Existing Elevations 1/8" = 1'-0"



3 Existing Elevations 1/8" = 1'-0"



2 Existing Elevations 1/8" = 1'-0"



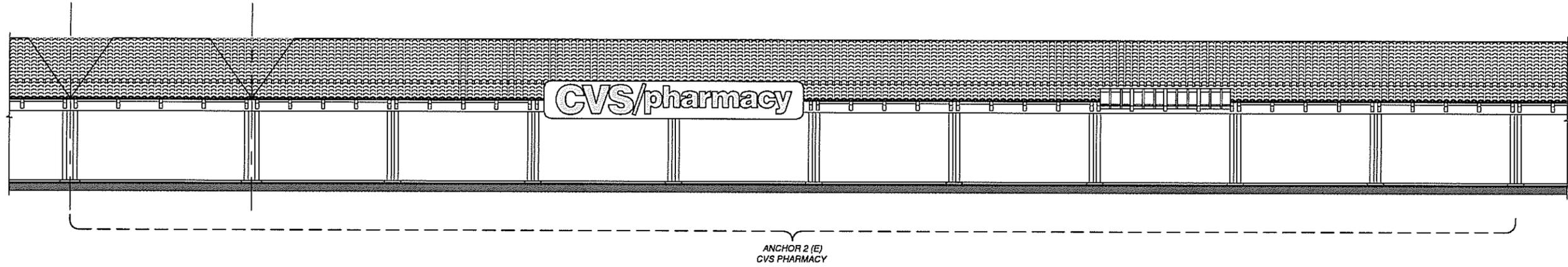
1 Existing Elevations 1/8" = 1'-0"

Redwood Marketplace
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EXISTING ELEVATIONS

MARCH 01, 2016
DMAIA # 15021

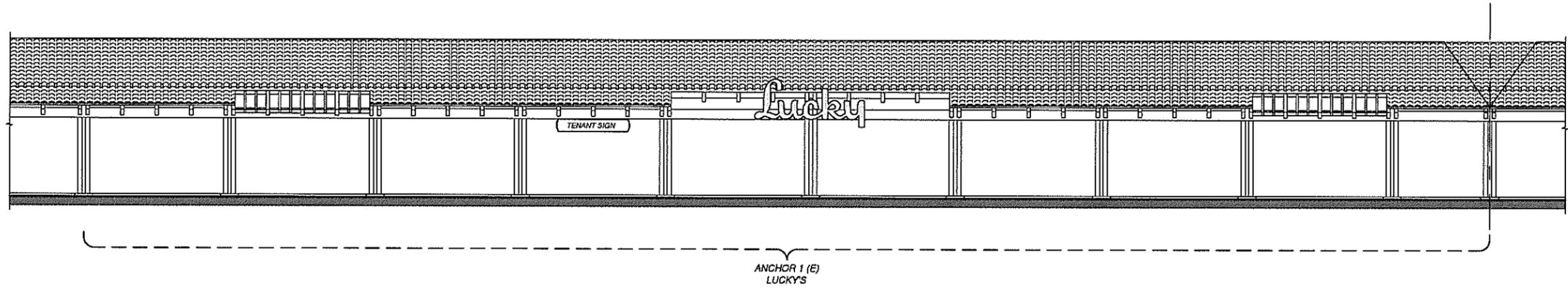
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2 Existing Elevations

1/8" = 1'-0"

ANCHOR 2 (E)
CVS PHARMACY



1 Existing Elevations

1/8" = 1'-0"

ANCHOR 1 (E)
LUCKYS

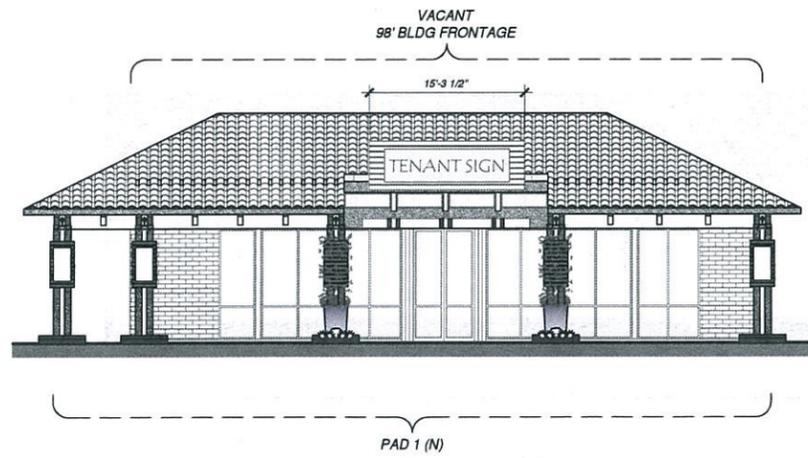
EXISTING ELEVATIONS

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Sebastopol, California

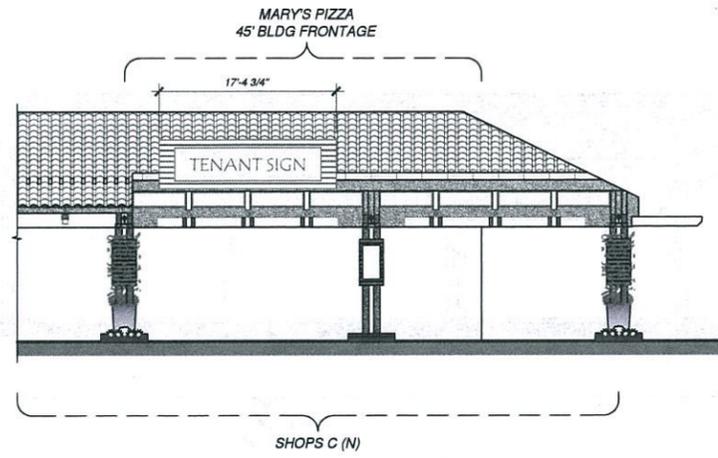
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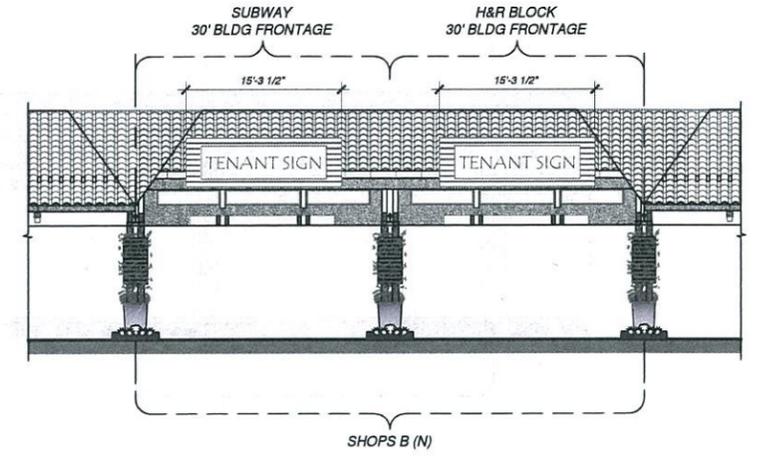
A6.1



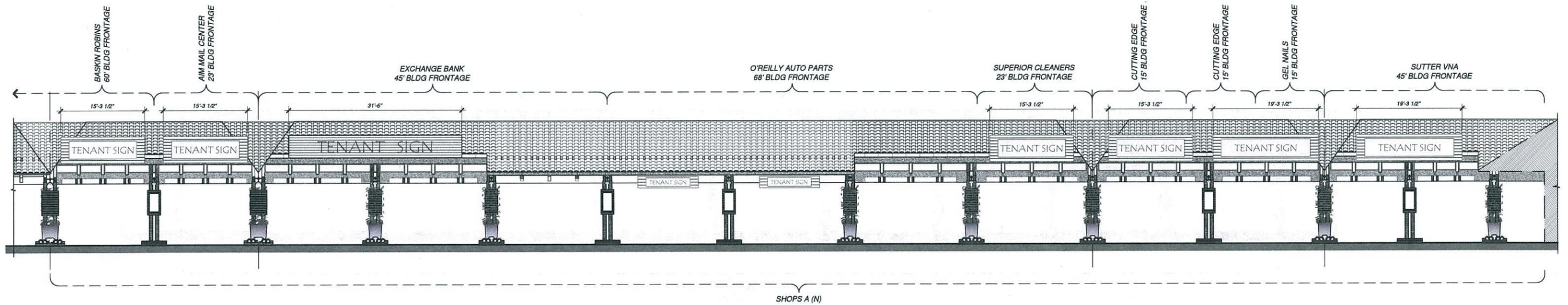
4 Proposed Elevations 1/8" = 1'-0"



3 Proposed Elevations 1/8" = 1'-0"



2 Proposed Elevations 1/8" = 1'-0"



1 Proposed Elevations 1/8" = 1'-0"

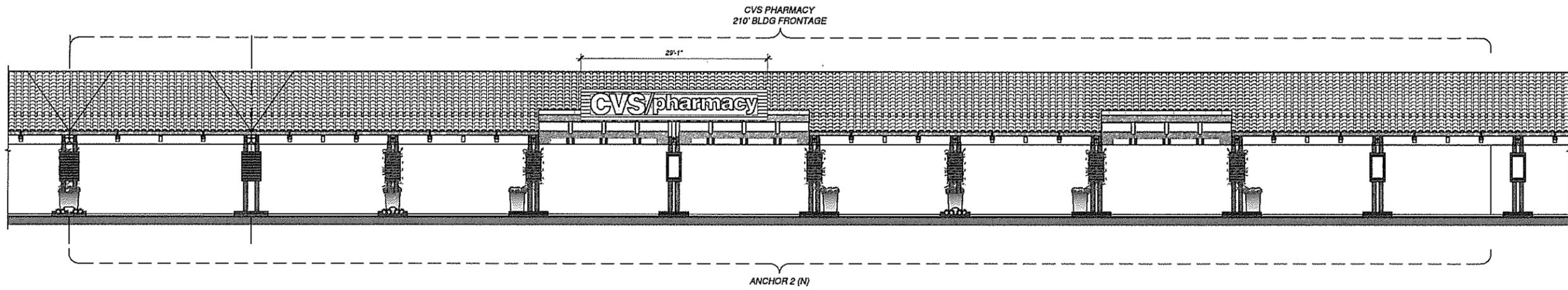
Redwood Marketplace
Gravenstein Highway & Tocchini Street
Sebastopol, California

PROPOSED ELEVATIONS

MARCH 01, 2016
DMAIA # 15021

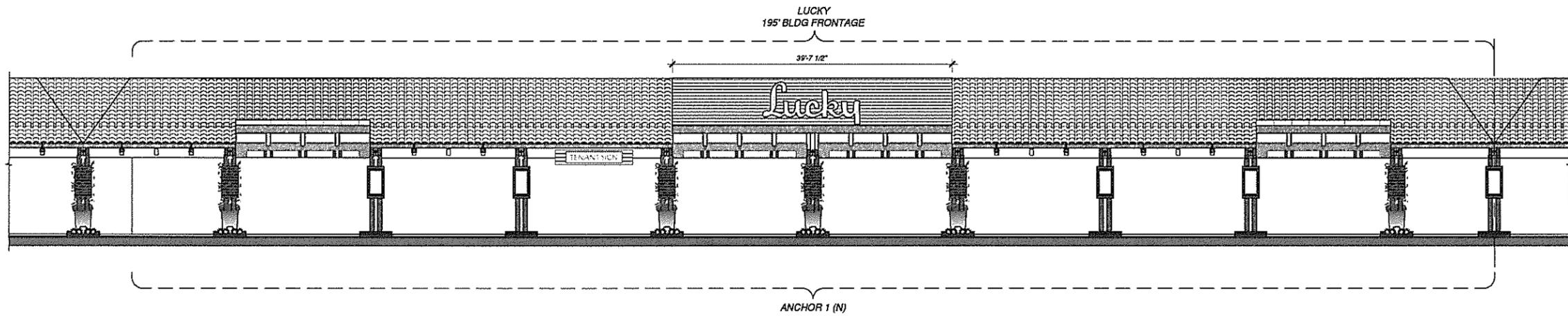
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A6.2



2 Proposed Elevations

1/8" = 1'-0"



1 Proposed Elevations

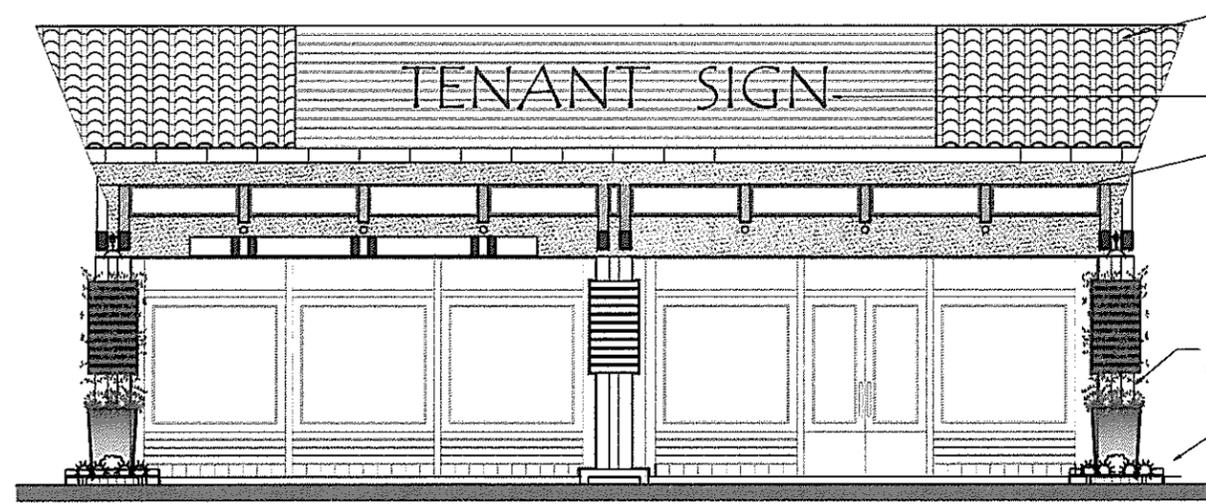
1/8" = 1'-0"

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Sebastopol, California

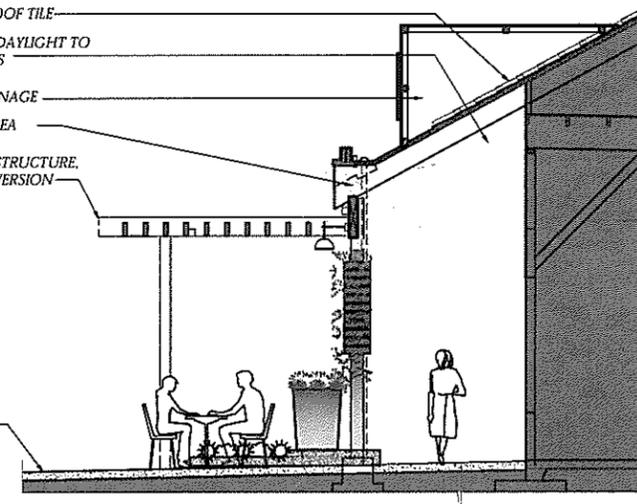
PROPOSED ELEVATIONS

MARCH 01, 2016
DMAIA # 15021

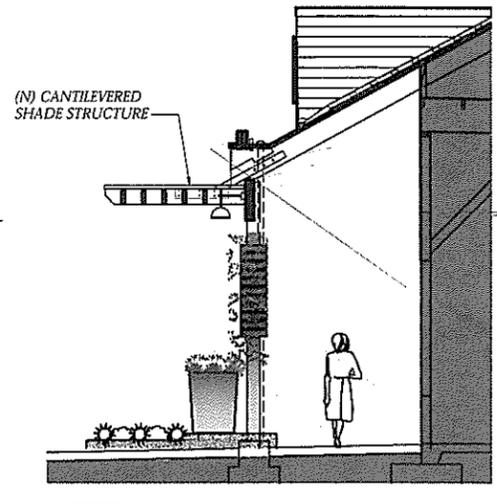
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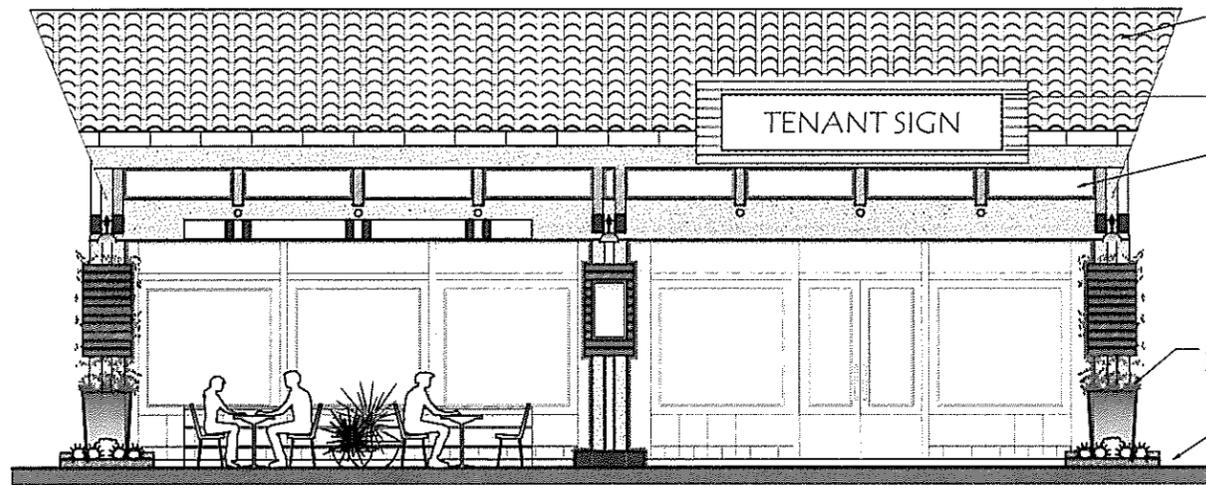
6 Elevation 1/4" = 1'-0"



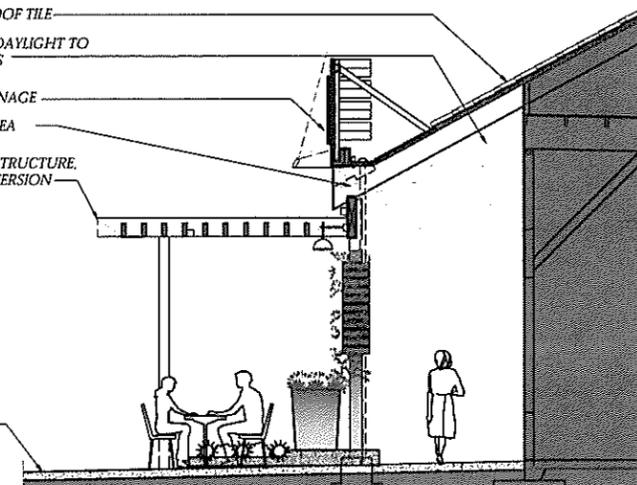
5 Section 1/4" = 1'-0"



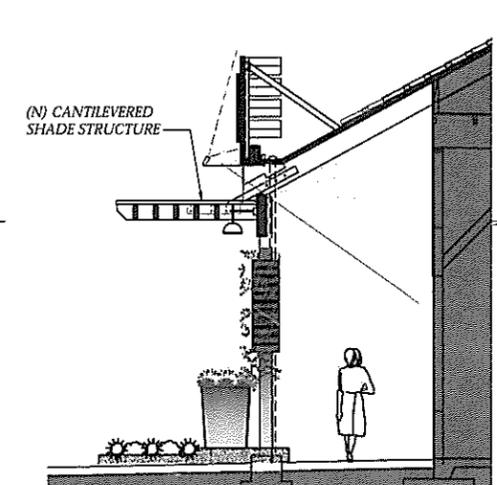
5A Section 1/4" = 1'-0"



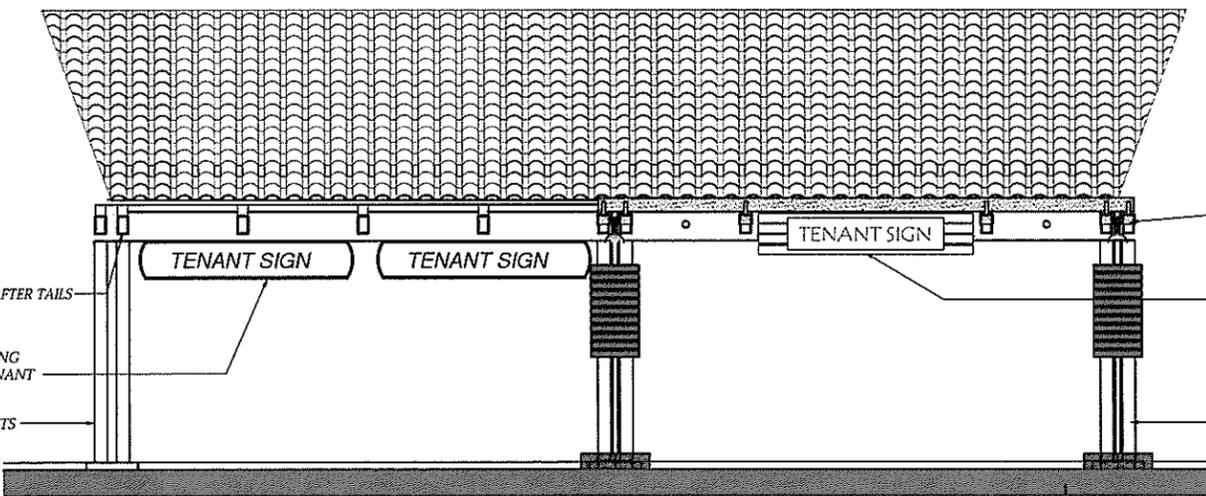
4 Elevation 1/4" = 1'-0"



3 Section 1/4" = 1'-0"

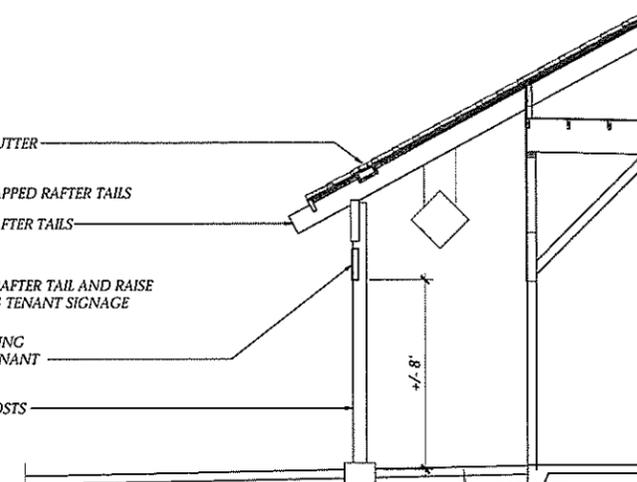


3A Section 1/4" = 1'-0"

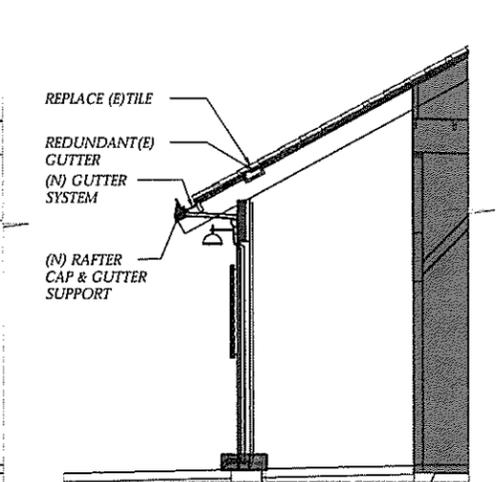


2 Existing Elevation 1/4" = 1'-0"

2A Proposed Elevation - Typ. 1/4" = 1'-0"



1 Existing Section 1/4" = 1'-0"



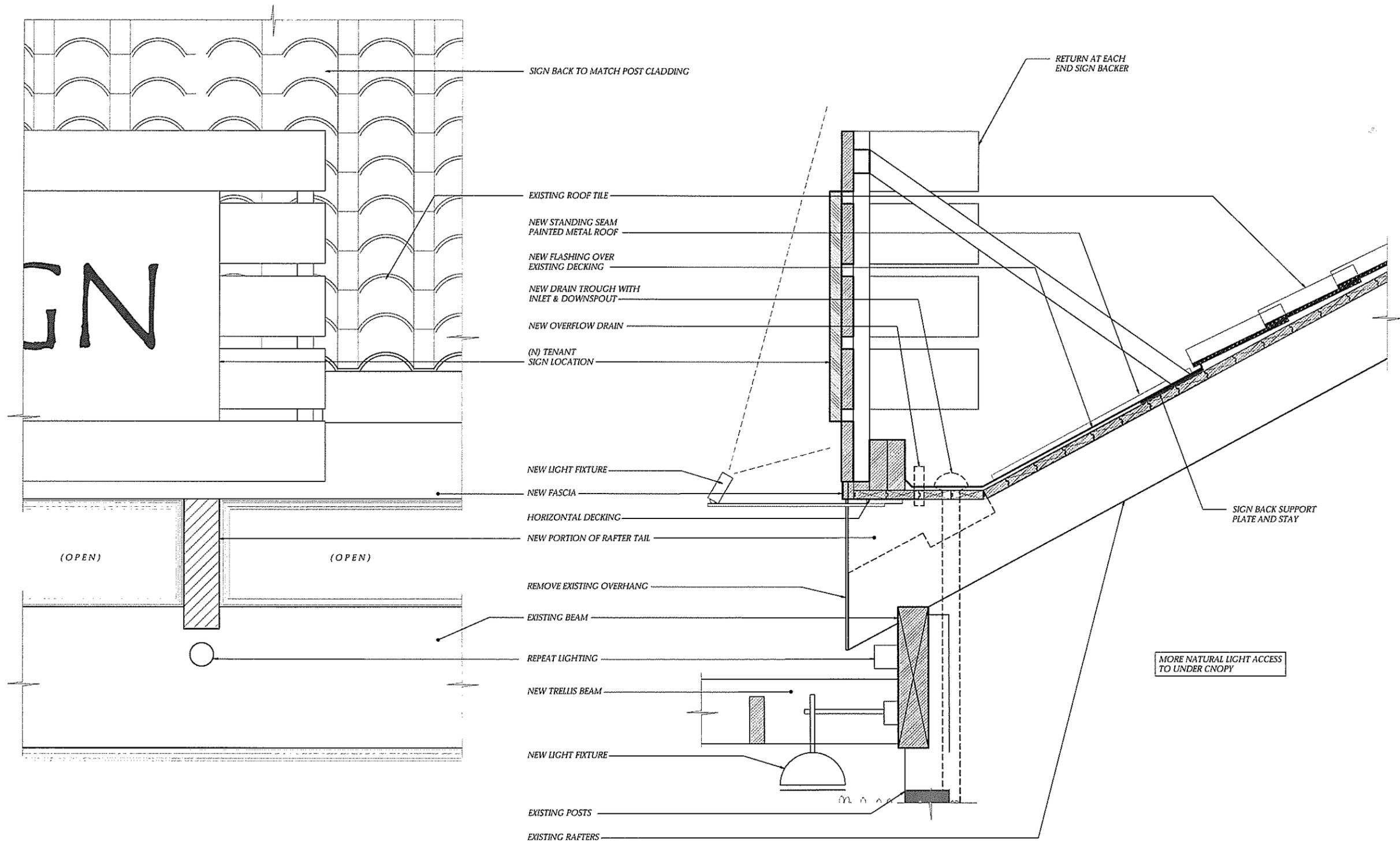
1A Proposed Section - Typ. 1/4" = 1'-0"

MARCH 01, 2016
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BUILDING SECTIONS & ELEVATIONS

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SIGN BACK TO MATCH POST CLADDING

RETURN AT EACH END SIGN BACKER

EXISTING ROOF TILE

NEW STANDING SEAM PAINTED METAL ROOF

NEW FLASHING OVER EXISTING DECKING

NEW DRAIN TROUGH WITH INLET & DOWNSPOUT

NEW OVERFLOW DRAIN

(N) TENANT SIGN LOCATION

NEW LIGHT FIXTURE

NEW FASCIA

HORIZONTAL DECKING

NEW PORTION OF RAFTER TAIL

REMOVE EXISTING OVERHANG

EXISTING BEAM

REPEAT LIGHTING

NEW TRELLIS BEAM

NEW LIGHT FIXTURE

EXISTING POSTS

EXISTING RAFTERS

SIGN BACK SUPPORT PLATE AND STAY

MORE NATURAL LIGHT ACCESS TO UNDER CNOPY

2 Enlarged Eave Elevation 1 1/2" = 1'-0"

1 Eave Detail 1 1/2" = 1'-0"

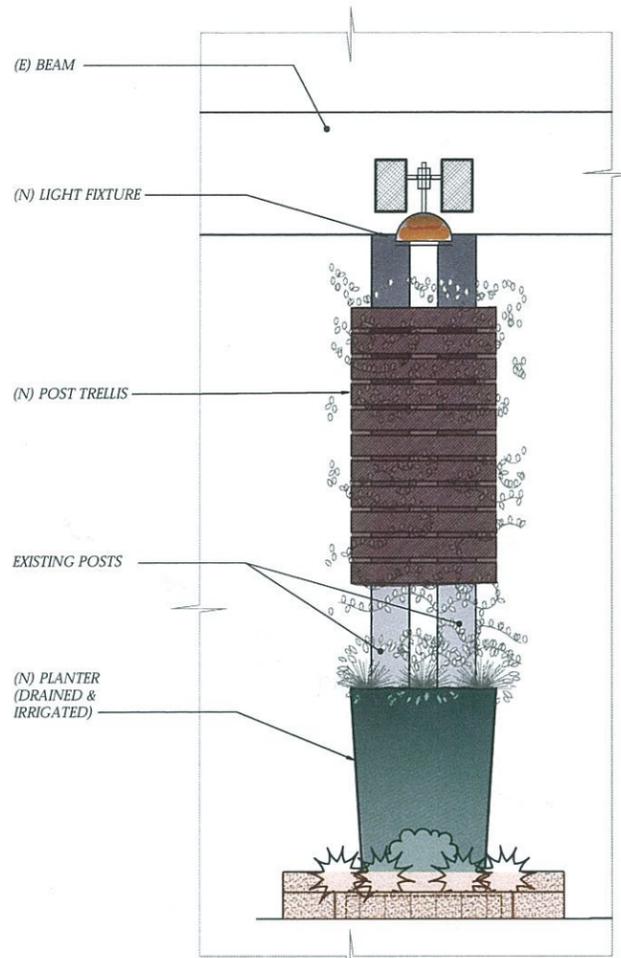
Redwood Marketplace
 Gravenstein Highway & Tocchini Street
 Sebastopol, California

PROPOSED EAVE DETAILS

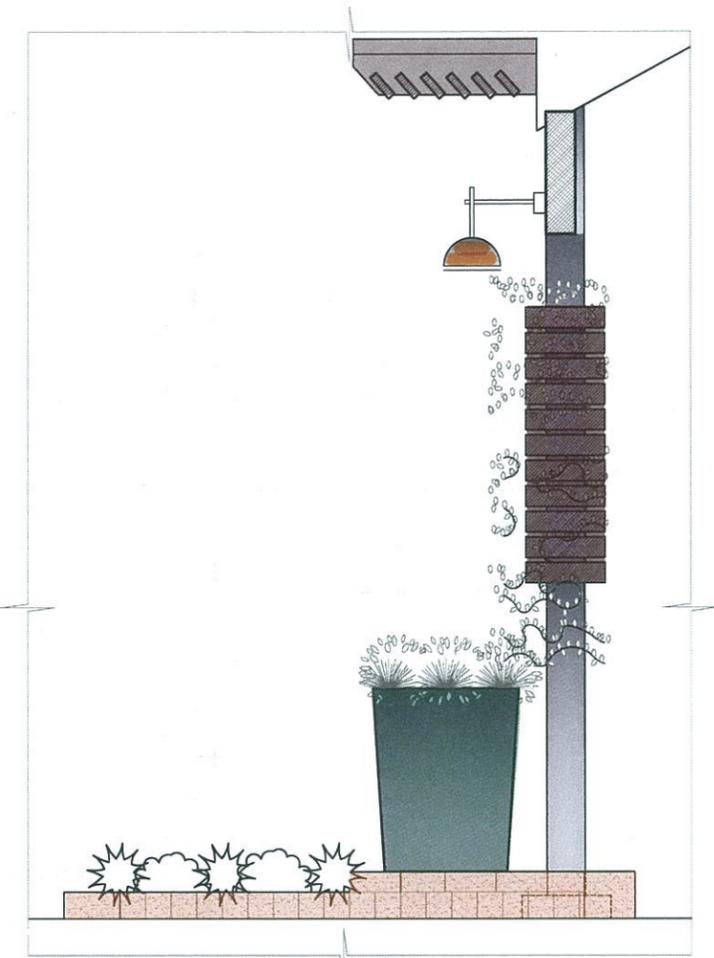
MARCH 01, 2016
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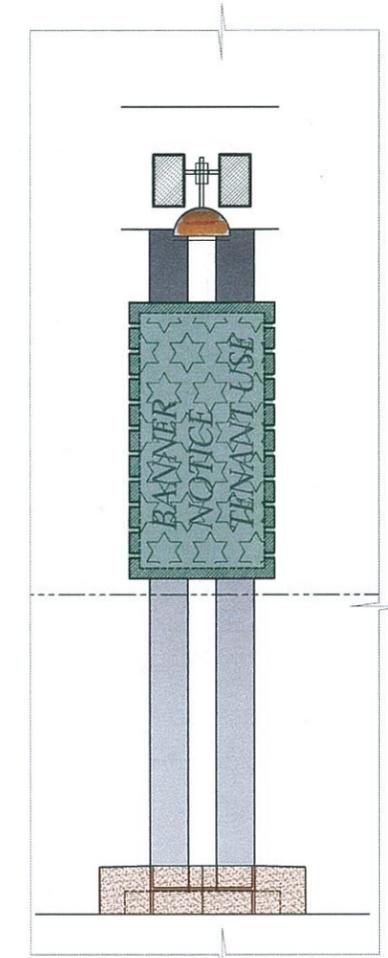
A7



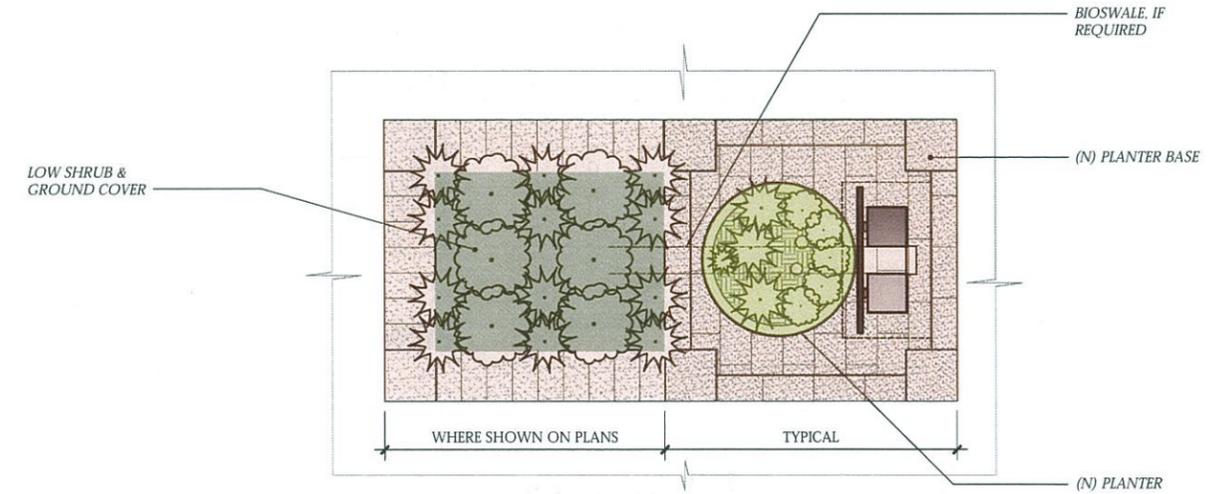
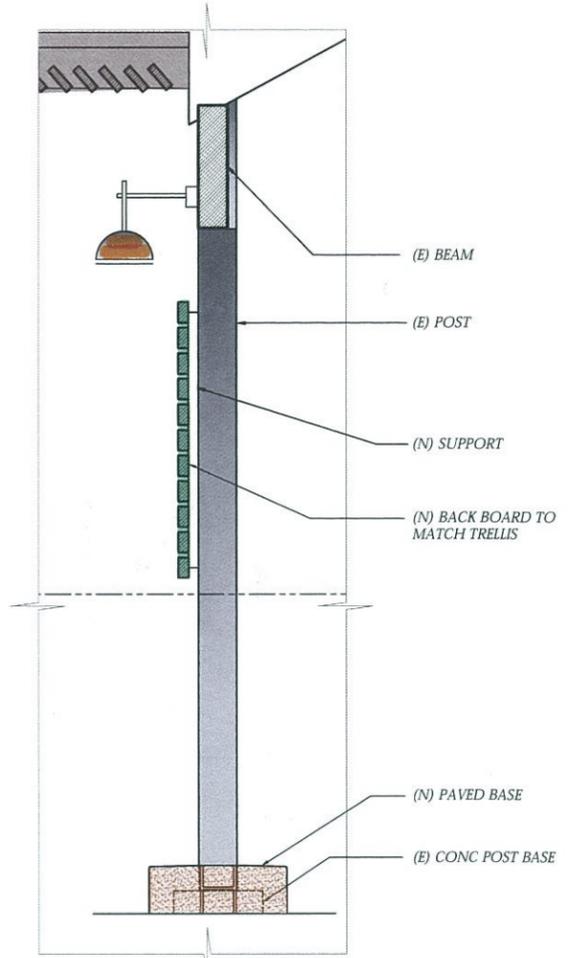
1 Front Elevation: planter base & trellis 3/4" = 1'-0"



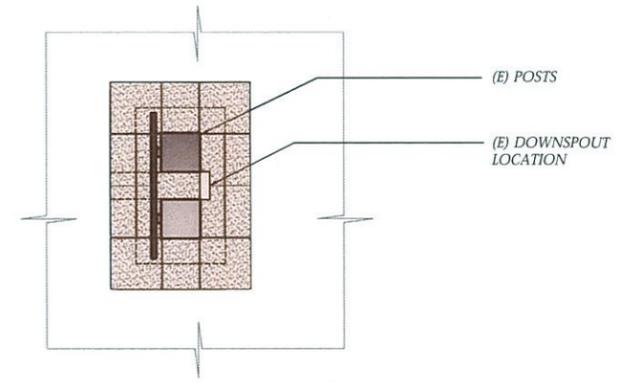
2 Side Elevation: planter base & trellis 3/4" = 1'-0"



3 Front & Side Elevation: brick paver base & multi-use post screen 3/4" = 1'-0"



4 Plan: brick paver & planter base 3/4" = 1'-0"



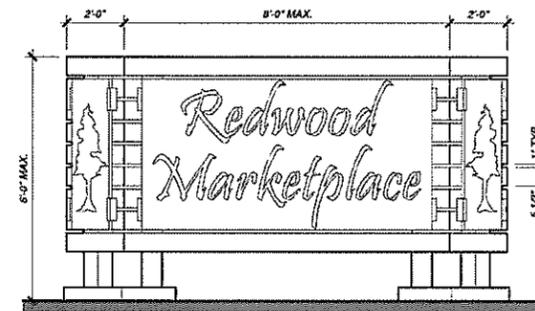
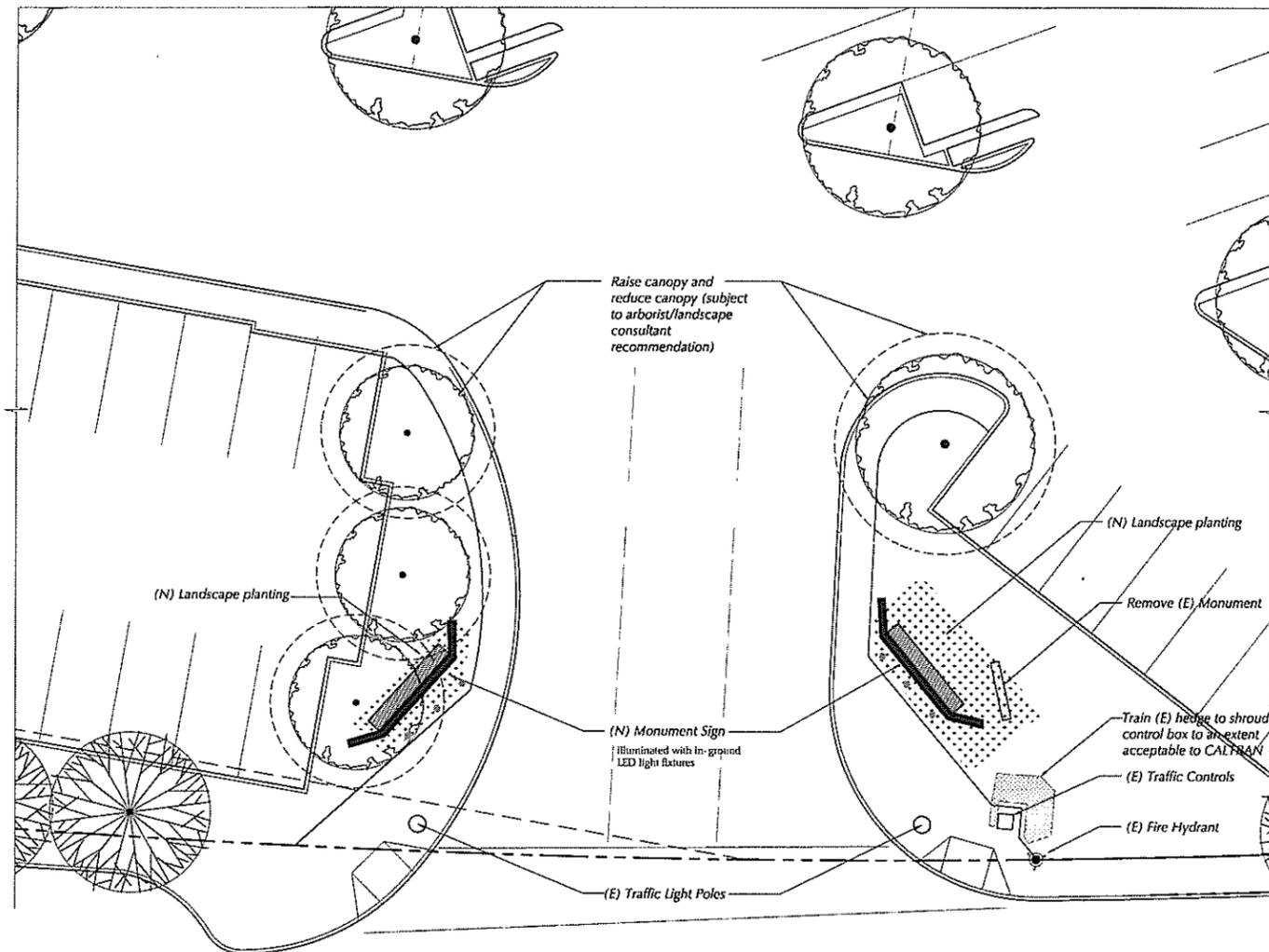
5 Plan: typical brick paver base 3/4" = 1'-0"

Redwood Marketplace
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CANOPY POST DETAIL

June 15, 2015
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1 Partial Site Plan @ Entry Drive



1" = 10'-0"

Redwood Marketplace
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Sebastopol, California

PROPOSED MONUMENT

MARCH 01, 2016
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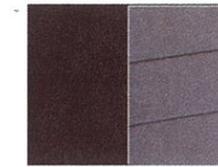


PRECEDENT / IMAGERY

EXISTING



ROOF TILE

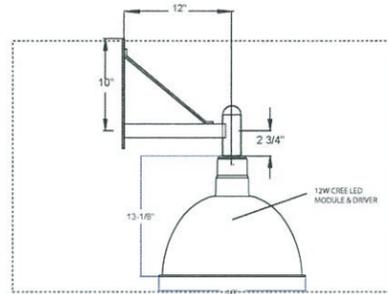


STOREFRONT (TENANT)

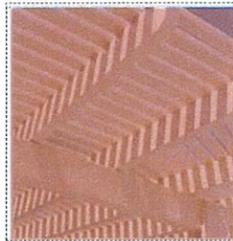
PROPOSED



SIGN LIGHTING



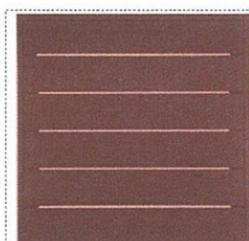
SCONSE LIGHT AT POSTS



POLYESTER POWDER COAT
FINISH SEMI
GLOSS HAMMERTONE
BRONZE COLOR

ON TUBULAR METAL
SECTIONS (2"X6", TYP)

HORIZONTAL TRELLIS



POLYESTER POWDER COAT
FINISH SEMI
GLOSS HAMMERTONE
BRONZE COLOR

ON TUBULAR METAL
SECTIONS (2"X6", TYP)

VERTICAL TRELLIS / SIGN BACKER / MONUMENT



WALLS COLOR:
WARM NEUTRAL
DOVER PLAINS DE 6116

EXISTING WOOD POST/
BEAMS/EAVES
SEDONA AT SUNSET
DE 5272

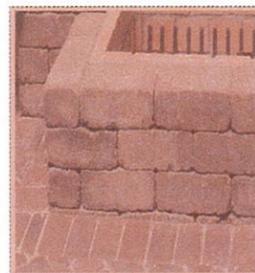
(E) MASONRY WALLS AND WOOD MEMBERS



METAL ROOF:
STANDING SEAM
COLOR BRONZE

FLASHING TRIM
22 GAUGE METAL
COLOR BRONZE

PAINTED METAL ROOF & FLASHING TRIM



CALSTONE 4X8
TUSCAN GOLD

PAVERS AT POST BASE & PLANTERS



CALSTONE MISSION
B.B.C.

PERMEABLE PAVERS AT TRANSITIONS (SEE SHEET A5.1)



NEW CONCRETE COLOR RANGE:
FIELD COLOR: DAVIS COLOR ADOBE 6178

ACCENT COLOR: DAVIS COLOR PALOMINO 5447
EXISTING CONCRETE TO BE SANDBLASTED/
ACID WASHED.

CONCRETE FINISH

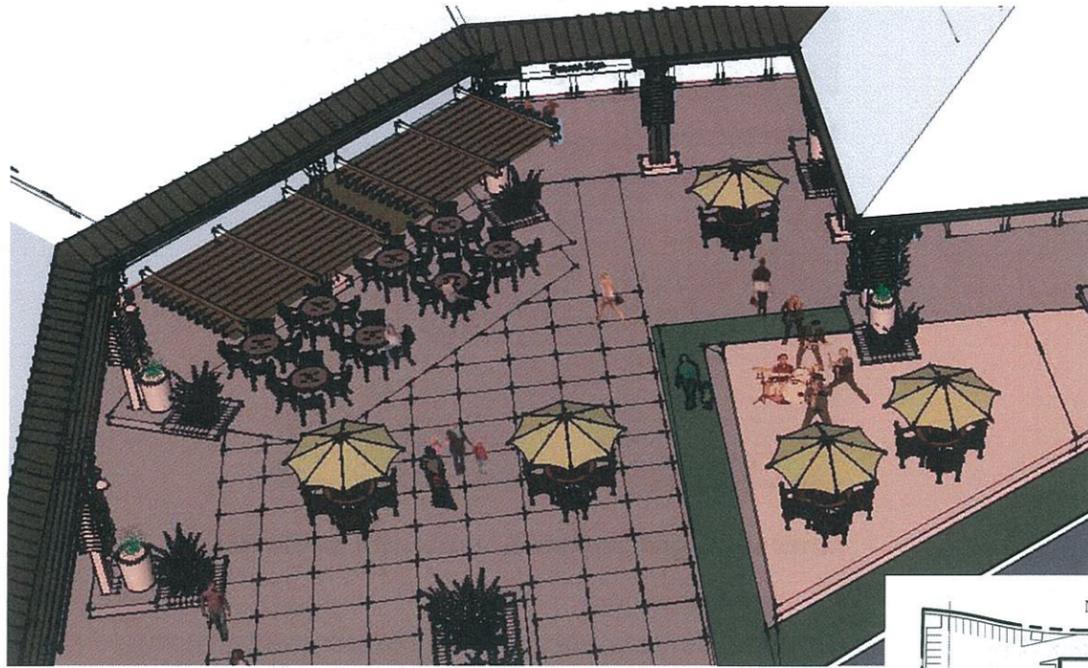
Redwood Marketplace
Gravenstein Highway & Tocchini Street
Sebastopol, California

Proposed Materials/Colors

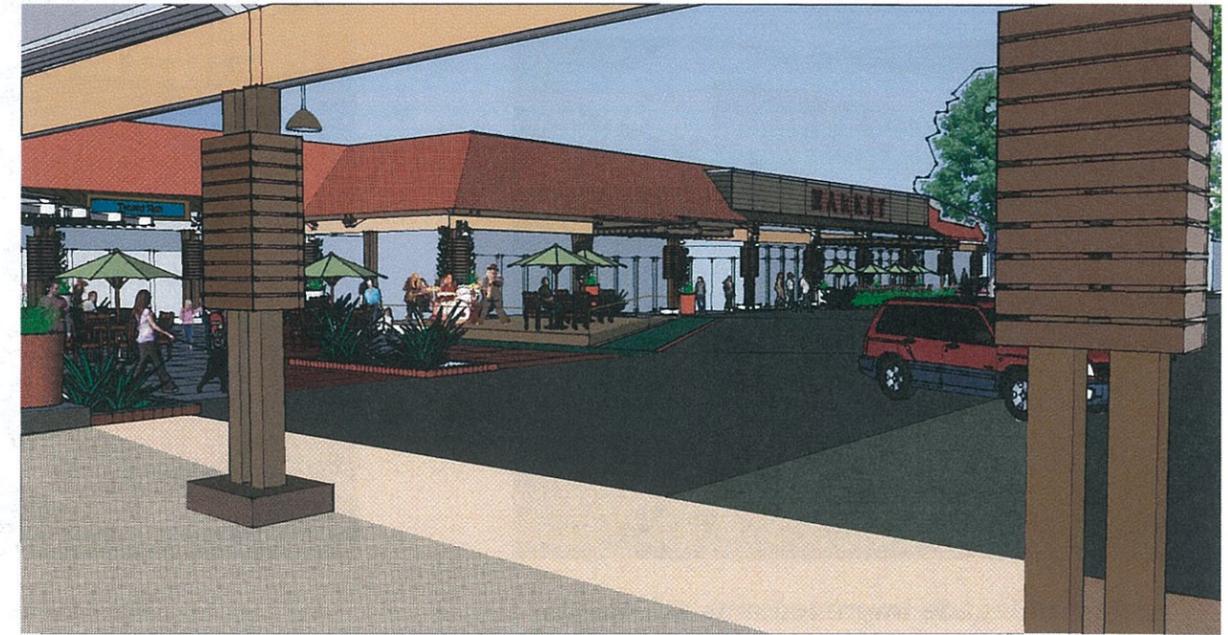
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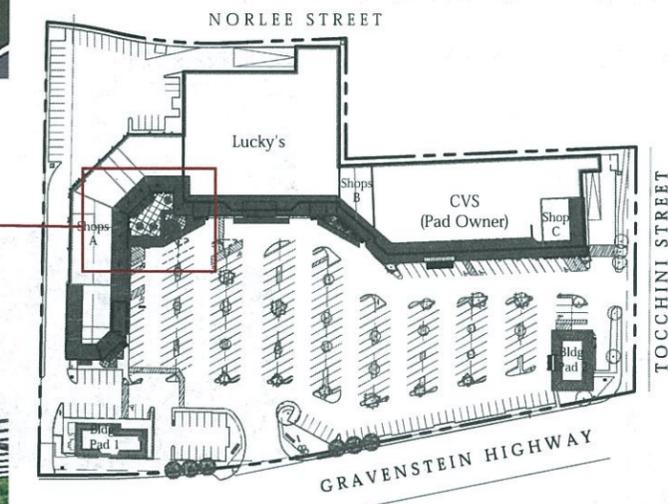


Birdseye view of proposed exterior court



View from building A to Lucky's Store

Refer also to sheet A5.1



Note: Refer to sheet A10 for proposed colors



Exterior court view from building A



View of proposed exterior court

MARCH 01, 2016
DMAIA # 15021

Redwood Marketplace
Gravenstein Highway & Tocchini Street
Sebastopol, California

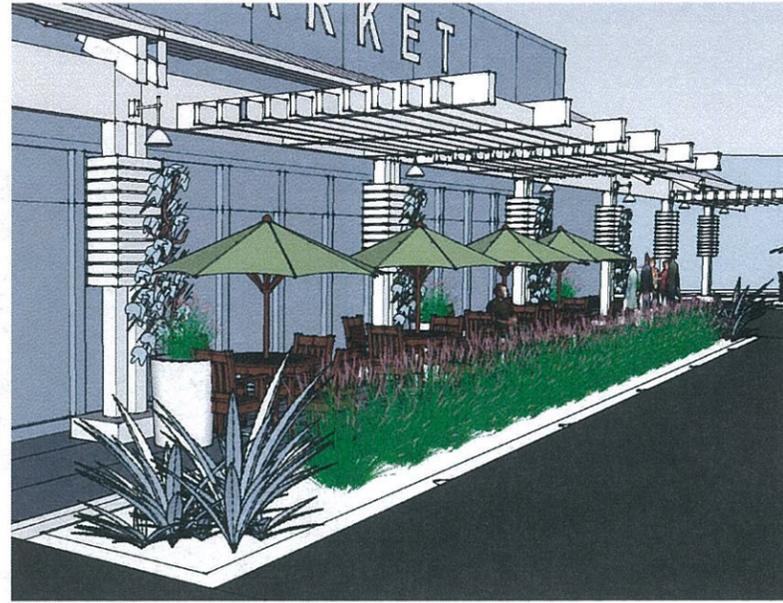
3D Sketch Images

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A11



View of facade improvements at Lucky's



Outside seating potential

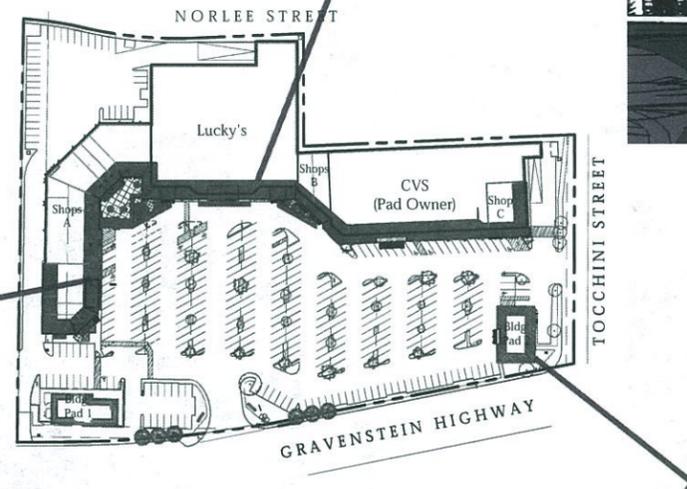


Improved pedestrian & vehicular separation

Note: Refer to sheet A10 for proposed colors



Proposed improvements at Exchange Bank location



Proposed improvements at vacant Pad 2 building

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A12

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 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.
- 4.5 Internally illuminated signs are acceptable.
- 4.6 All illumination shall be dimmable.

5 GENERAL SIGN PROVISIONS:

- 5.1 **MONUMENT SIGNS**
Only the two separate Pad buildings shall be permitted to have free standing tenant monument signs as part of their signage mix. The individual tenant monument sign shall be a maximum of 10 sf, a maximum 48" tall. Sign copy may be provided on each face of the sign to a maximum overall sign depth of 18" and be counted once for the allowable sign area calculation.
- 5.1 **CENTER ID / WAYFINDING SIGNS**
There shall be two Center ID monument signs each side of the center main entrance. No tenant name shall be displayed on this sign. Wayfinding Center ID signs shall be in the form and located as indicated on attached Exhibits. No tenant name shall be displayed on this sign.
- 5.2 **TENANT SIGNAGE**
The use of various letter styles and colors to achieve a unique and individual look are encouraged. Externally 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 fascia signs; a primary brand sign (Type A) and up to two signs (Type B, C or D) for in-store brands or other departmental sign. The total sign area of these signs shall not exceed the allowable sign area shown on the Tenant Matrix.
- 5.4 **LARGE TENANTS** (Greater than 2,500 sf)
Large Tenants are allowed one fascia sign (type B) and one projecting sign (type D).
- 5.5 **SHOP TENANTS** (up to 2,500 sf)
Shop Tenants are allowed one fascia sign (type C) and one projecting sign (type D).
- 5.6 **SINGLE PAD TENANTS**
Tenant is allowed up to two fascia signs (Type B), one projecting sign (Type D) and one freestanding/monument sign up to 10 sf in size. Location of monument to be approved by landlord and City of Sebastopol if different than location shown on Exhibit attached.
- 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.

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

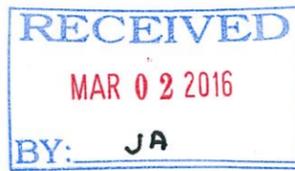
As listed in the City of Sebastopol municipal ordinance 17.230.040.

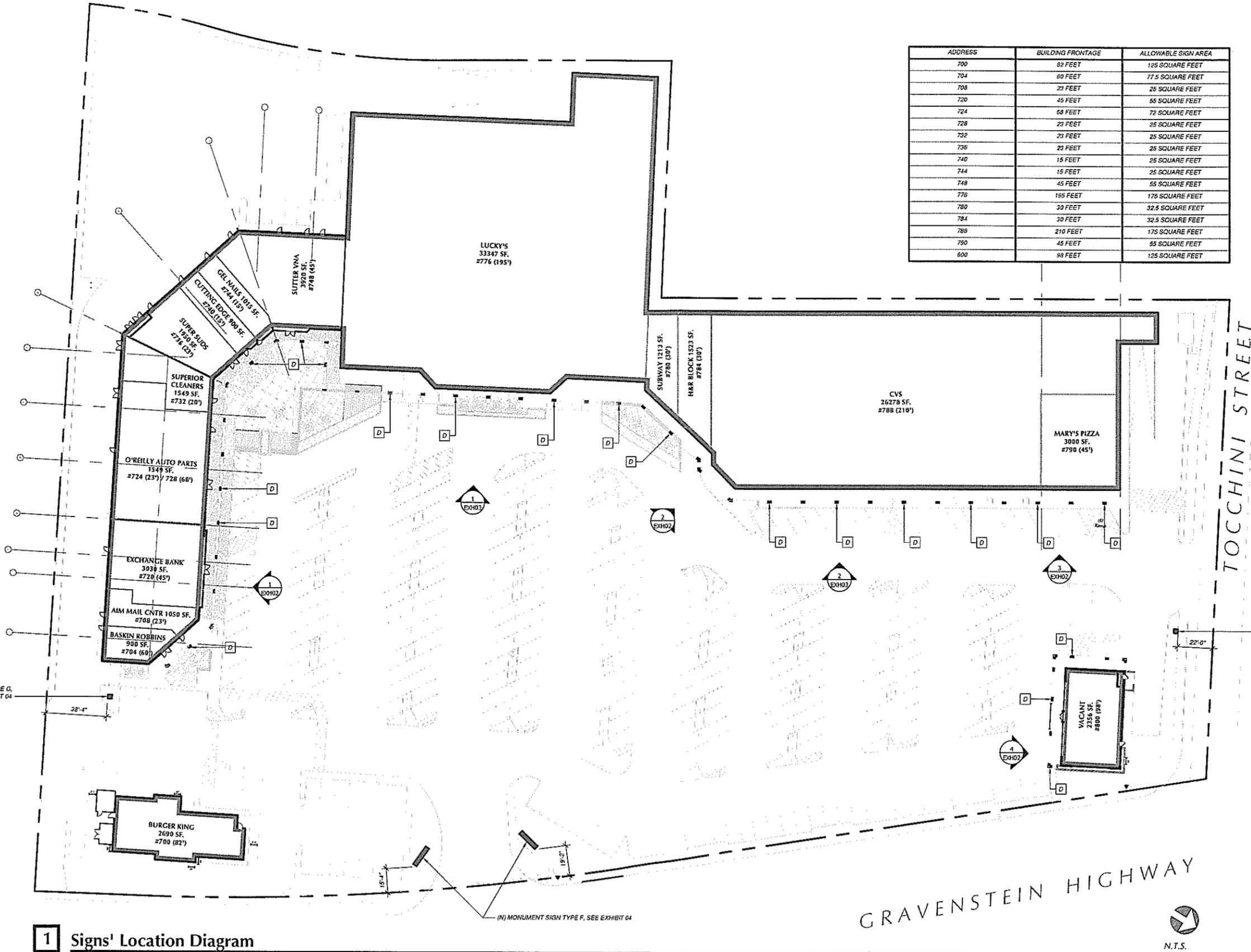
8 TENANT RESPONSIBILITIES

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.

9 EXHIBITS

- 01 Sign Program: Tenant location and allowable sign area.
- 02 Sign Program: Elevations; Tenant frontage and sign locations
- 03 Sign Program: Elevations; Tenant frontage and sign locations
- 04 Sign Program: Sign Types.
- 05 3D visuals- Monument Sign, Directional Sign, Post Sign





ADDRESS	BUILDING FRONTAGE	ALLOWABLE SIGN AREA
700	82 FEET	125 SQUARE FEET
704	60 FEET	77.5 SQUARE FEET
708	23 FEET	25 SQUARE FEET
720	45 FEET	55 SQUARE FEET
724	68 FEET	72 SQUARE FEET
728	23 FEET	25 SQUARE FEET
732	23 FEET	25 SQUARE FEET
736	23 FEET	25 SQUARE FEET
740	15 FEET	25 SQUARE FEET
744	15 FEET	25 SQUARE FEET
748	45 FEET	55 SQUARE FEET
776	185 FEET	175 SQUARE FEET
780	30 FEET	32.5 SQUARE FEET
784	30 FEET	32.5 SQUARE FEET
788	210 FEET	175 SQUARE FEET
790	45 FEET	55 SQUARE FEET
800	98 FEET	125 SQUARE FEET

1 Signs' Location Diagram

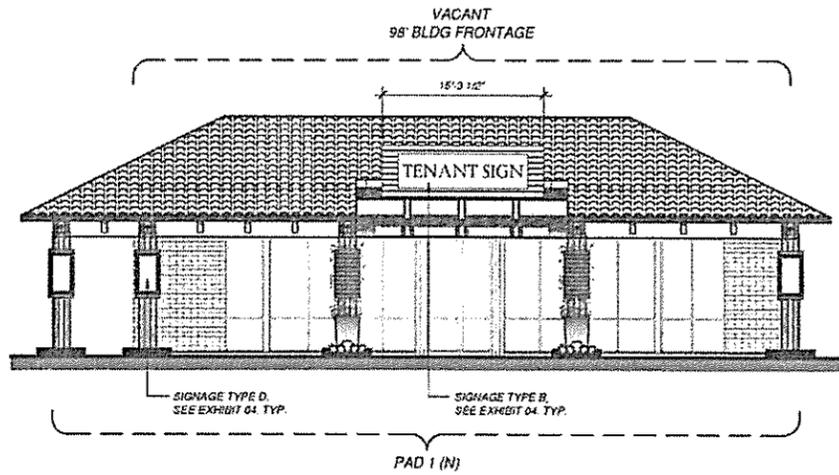
NOTE:
 [D] SIGN TYPE D, SEE EXHIBIT 04
 [---] EXISTING SIGN LOCATIONS (NOT SHOWN ON EXHIBITS 2 & 3)
 FS = FREESTANDING / MONUMENT SIGN
 W = WALL SIGN

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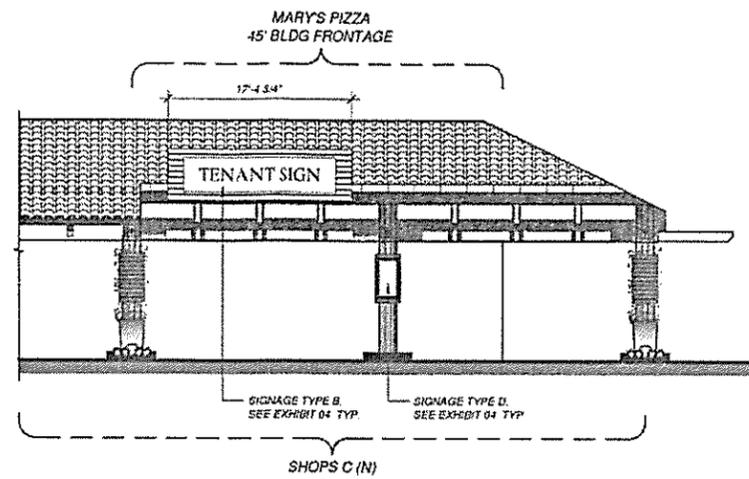
SIGNAGE PROGRAM

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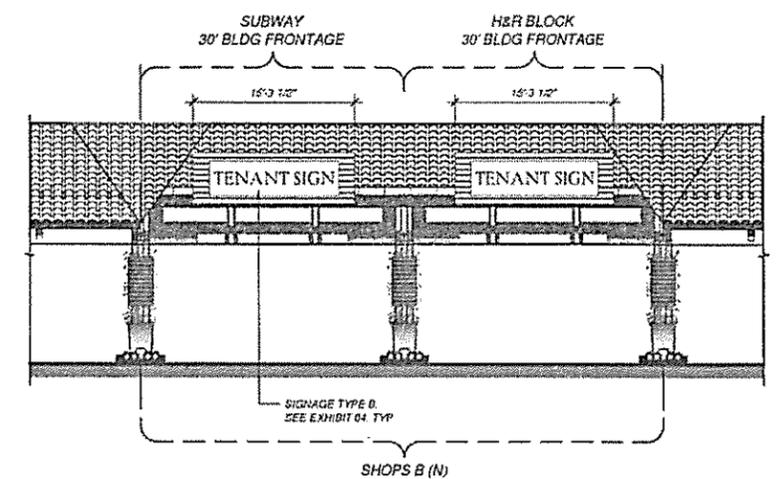
EXHIBIT
01



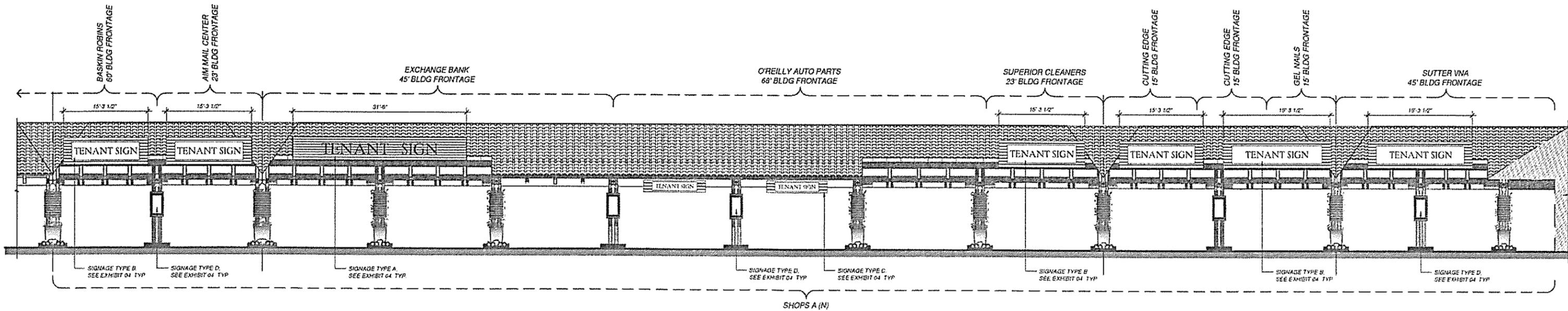
4 Proposed Elevations 1/8" = 1'-0"



3 Proposed Elevations 1/8" = 1'-0"



2 Proposed Elevations 1/8" = 1'-0"



1 Proposed Elevations 1/8" = 1'-0"

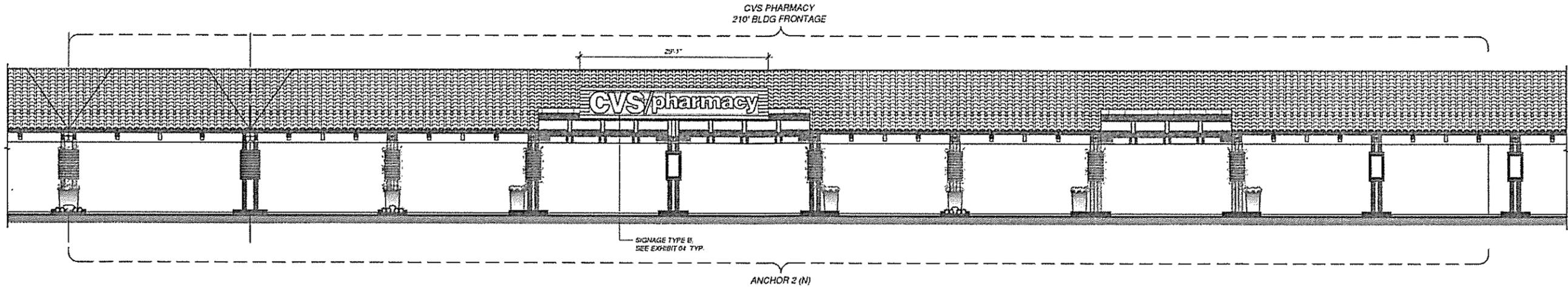
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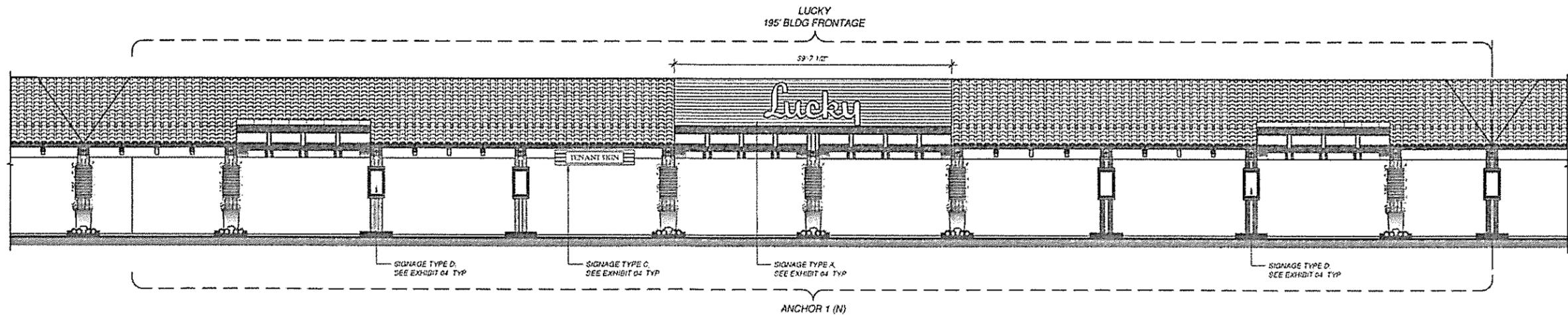
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EXHIBIT
02



2 Proposed Elevations

1/8" = 1'-0"



1 Proposed Elevations

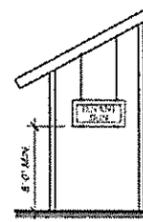
1/8" = 1'-0"

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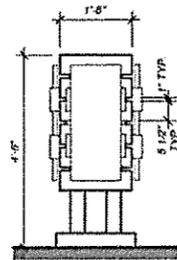
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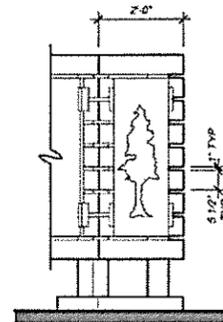
5 Sign Type -E- (Projecting) 1/2" = 1'-0"



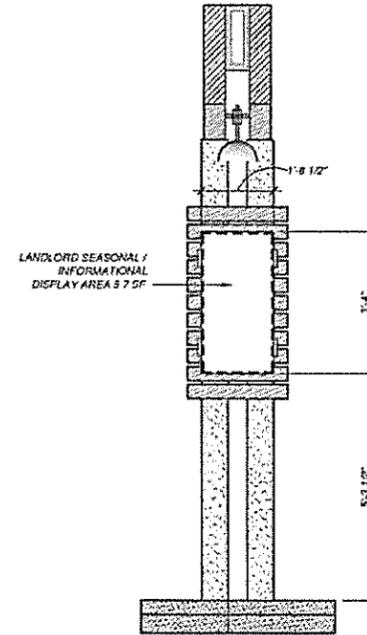
3 Sign Type -C- (Fascia) 1/2" = 1'-0"



9 Sign Type -G- (Directional Sign) 1/2" = 1'-0"



7 Sign Type -F- (Monument Sign) 1/2" = 1'-0"



4 Sign Type -D- (Posts) 1/2" = 1'-0"

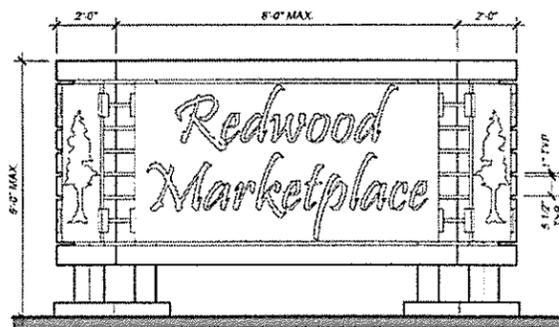
NOTE:

- FOR TENANT SIGN SIZE LIMIT REFER TO TABLE ON EXHIBIT 01

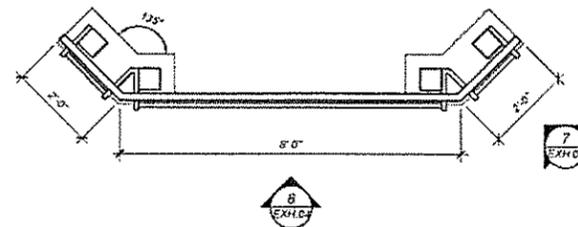
- SIGN BACKER PROVIDED BY LANDLORD REFER TO A6.4/A10



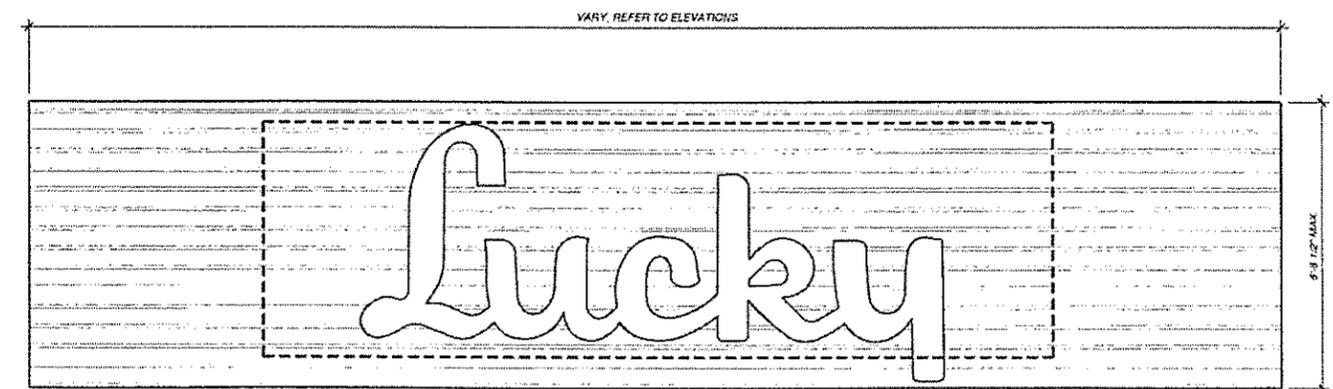
2 Sign Type -B- (Fascia) 1/2" = 1'-0"



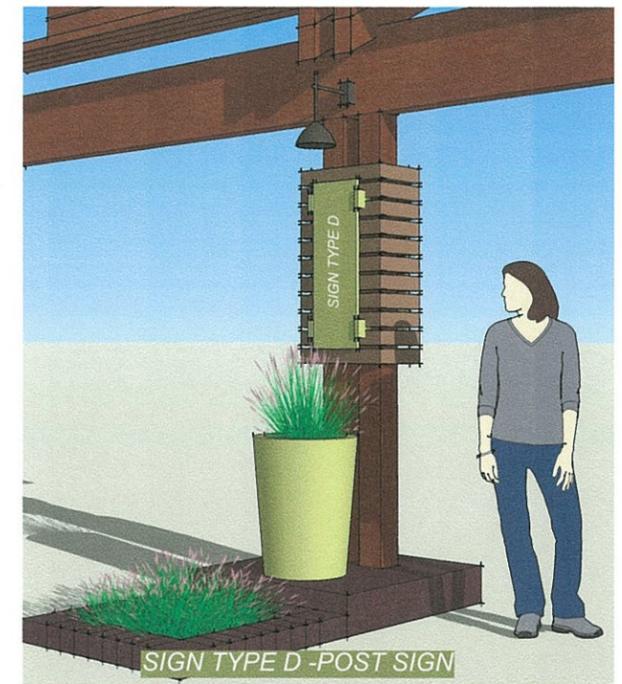
8 Sign Type -F- (Monument Sign) 1/2" = 1'-0"



6 Sign Type -F- (Monument Sign) Plan 1/2" = 1'-0"



1 Sign Type -A- (Primary/Anchor Tenant Dormer Signs Located on Existing Roof) 1/2" = 1'-0"



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EXHIBIT
05