



1375 Exposition Blvd.
Suite 101
Sacramento, CA 95815
916-643-9610 Phone
916-643-9613 Fax

April 11, 2012

Mr. Kenyon Webster
City of Sebastopol
714 Johnson Street
Sebastopol, California 95472

RE: Proposed CVS/Chase project
SEC Sebastopol Avenue and Petaluma Ave

Mr. Webster,

On behalf of Armstrong Development Properties, Inc. (ADPI), please find enclosed with this transmittal letter for your review the Design Review Package for the proposed development at the southeast corner of Sebastopol and Petaluma Avenues. The attached package includes revised site plan, landscape plan, preliminary grading and drainage plan and building elevations for the bank and pharmacy buildings.

The enclosed plans have been revised to reflect the standards of the Sebastopol Design Guidelines, as well as the specific findings of denial previously approved by the City of Sebastopol City Council under Resolution 5864. Based on the specific findings of denial provided by the City Council, the project has undergone significant redesign. In an effort to outline in detail how the each finding as been addressed and subsequently how the project design has been changed, a chart outlining each finding of denial and brief explanation of how the project has been redesigned is attached to this memo.

ADPI takes great pride in the time and efforts spent meeting with surrounding property owners, businesses and members of the community during the design process for the proposed redevelopment of the underutilized Pellini Chevrolet property. ADPI continues to make every effort possible to propose a project that not only conforms to the Design Guidelines of Sebastopol, but wherever possible, exceed those guidelines. The attached package reflects those efforts and further continues the process of adapting the proposed uses to blend into the downtown Sebastopol character.

Thank you for your continued guidance and direction during the Design Review process. Should you have any questions regarding our new Design review application, I can be reached at any time at wmcdermott@agoc.com or 916.798.2559.

Sincerely,

A handwritten signature in black ink, appearing to read "William McDermott", written over a horizontal line.

William McDermott
Armstrong Development Properties, Inc

**SUMMARY OF FINDINGS AND RESPONSES –
City of Sebastopol Resolution #5864**

Finding	Response
1. The Design Review application does not comply with the findings required for approval under Municipal Code Section 17.310.030 B. (2.) in that:	
a. The Design Review Board provided the opportunity for the applicant to revise the project design to address several significant concerns with the site plan and architecture. The applicant indicated he was unwilling to make the requested revisions and therefore the Design Review Board's further actions were limited.	The Applicant has made significant changes to the project design to address the Board's concerns with the Site Plan and Architecture. The design of the buildings is now based on the adjacent Main Street retail area rather than the previously proposed design which attempted to create a bridge between the historically industrial area of Sebastopol to West of the property and the retail Main Street to the East.
b. The site is zoned downtown core and is not peripheral thereto, and the design should better reflect and complement the character of the downtown core area by providing additional design changes including more building articulation, reduced height for the pharmacy building, additional pedestrian features, and more unobstructed and unblocked windows in the pharmacy building.	In order to make the building and site design reflect and compliment the character of the downtown core, the new design features more building articulation through use of brick and decorative architectural detail, reduced height for portions of the pharmacy building and elimination of the portico, a pedestrian plaza to be located between the two buildings, where people are likely to gather, and clear glass windows.
c. The proposed design is not compatible with the neighborhood or visual character of the small town of Sebastopol, in that the boxy pharmacy building design is insufficiently articulated and includes some materials more appropriate to an industrial project, and could better address pedestrian design objectives.	In order to make the building more compatible with the character of the neighborhood and visual character of small town Sebastopol, the pharmacy building, which had previously been described as "boxy" has been redesigned with multiple roof lines, a lower entry awning, elimination of the portico, and a well-articulated facade that does not include materials that might be perceived as associated with industrial buildings. In order to better address pedestrian design objectives more street streets have been provided, and a plaza is to be located between the two buildings, with a grove of trees, seating, and gathering areas.

<p>d. The project architecture is not reflective of the unique character of downtown Sebastopol, in that the downtown includes many buildings designed in styles of the early 20th Century such as small entrances, varied facades, diversity of look and scale, inviting windows and awnings, and the design does not sufficiently reflect such styles by virtue of the height of the pharmacy building, which, according to the project architect, could be feasibly reduced by several feet; or the height be used for the creation of a second story; by having some blocked windows in the pharmacy building; by including an over-scale portico design in the pharmacy building; by not providing an additional feasible pedestrian-oriented feature between the two buildings; and by including some materials in the pharmacy building more suited to an industrial project.</p>	<p>In order to be more reflective of the unique character of downtown Sebastopol, in acknowledgement of the many buildings designed in styles of the early 20th Century, the buildings have been redesigned to include many of the same attributes, such as a modest entrance, a well-articulated facade with varied planes and rooflines, diversity of scales between the two buildings, the plaza and multiple roof lines, and large, clear glass windows and awnings. The height of the pharmacy building has been reduced as much as possible, clearly expressing the two story portion, while still allowing for adequate screening of roof mounted mechanical equipment. All windows in the pharmacy building will be clear glass; the portico design, which was described as out of scale and oversized on the pharmacy building has been eliminated in favor a modest entry awning; a pedestrian-oriented plaza has been included between the two buildings; and all industrial materials have been eliminated.</p>
<p>e. The proposed portico design is out of scale with the rest of the project design; is too large, too massive, and too tall; intrudes into the perceived public right-of-way; and as designed, may be perceived as 'formula' architecture designed to dominate the area and designed for advertising purposes.</p>	<p>The portico element, which was described as out of scale and has been eliminated and replaced with a modest entry awning and simple recessed entrance that sets well back from the sidewalk.</p>
<p>f. The site plan includes street-fronting parking along Petaluma Avenue not appropriate to the downtown, and which is not necessary to comply with Zoning Code parking requirements.</p>	<p>The site plan no longer includes street-fronting parking along Petaluma Avenue. All parking is set back from the sidewalk and the parking areas are screened with planters, trees and 4' tall "green-screen".</p>

g. The project design does not sufficiently address solar access/energy conservation considerations, and features such as skylights, light wells, solar tubes, or solar energy systems should be considered; additional shade trees should be considered; and on the second floor additional unblocked functional windows should be considered in the pharmacy building to provide the opportunity for additional natural lighting and natural ventilation.	The revised project features additional shade trees, a grove of trees in a pedestrian plaza between the two buildings, and clear glass windows in the second floor mezzanine of the pharmacy building to allow for natural light.
h. The project includes a full driveway on Petaluma Avenue that interrupts pedestrian flow in a manner not appropriate to the downtown setting, and consideration should be given to site access alternatives that address emergency access concerns while reducing impacts on the pedestrian environment, including but not limited to an 'in-only' driveway, fire lane, or no driveway on Petaluma Avenue.	In order to address site access that allows for emergency access concerns, an 'in-only' driveway has been provided along Petaluma that reduces impacts on the pedestrian environment.
i. By not providing more continuous storefronts along the Petaluma street frontage which might be achieved by attaching the two buildings or moving them closer together, or alternatively, developing the space between the two buildings into a plaza or outdoor space or outdoor room that could potentially be an additional future lot, the design is not suitable for the existing downtown urban setting.	In order to make the design more suitable for the existing downtown urban setting the space between the two buildings has been redesigned as a plaza, outdoor space or "room" with a grove of trees, an enclosing seat wall and planters, and a gathering area. The space includes approximately 4,000 square feet of area and is designed in a very modest, simple motif to be compatible with the character of the main street.
2. The design of the two buildings does not have a cohesive visual relationship as called for by Section II B. of the Design Guidelines; and as referenced in finding 1) above, and finding 3) below, as proposed, the site plan and architecture are not appropriate for the downtown Sebastopol context. Combining the two buildings, or providing an outdoor space along the Petaluma Avenue frontage between them, would improve the cohesiveness of the design.	In order to improve the cohesiveness of the design, the two buildings have been designed in styles compatible with early 20th Century styles, with similar material palettes of brick and a variety of comparable architectural details. Also, by providing an outdoor space along the Petaluma Avenue frontage between the two buildings, the cohesiveness is improved by connecting the two buildings by a functional gathering space and plaza.

3. As referenced in the above findings, the design is not in conformity with several guidelines and standards adopted pursuant to Chapter 17.310 regarding Design Review Procedure, including but not limited to the following guidelines:	
a. Section I. A. of the Design Review Guidelines Site Planning guidelines regarding neighborhood context, in that the project does not provide an appropriate site plan or building design appropriate for an urban, downtown development by including a driveway on the Petaluma Avenue frontage which creates an interruption to pedestrian flow; while the pedestrian plaza proposed at the corner of Petaluma Avenue and Sebastopol Avenue is a desirable feature, the site plan does not adequately address a likely area of public gathering, which is between the two buildings; and the site plan could be improved by providing a more continuous storefront-style development appropriate to the site context, or alternatively developing the space between the buildings along Petaluma Avenue into a pedestrian scale outdoor room or plaza. A public entrance for the pharmacy should be considered at the intersection of Sebastopol Avenue and Petaluma Avenue.	In order to better comply with Section I. A. of the Design Review Guidelines / Site Planning Guidelines regarding neighborhood context, the driveway on the Petaluma Avenue frontage has been revised to an "in-only driveway" to minimize disruption to pedestrian flow; the revised site plan has been redesigned to address a likely area of public gathering, which is between the two buildings, by developing the space between the buildings along Petaluma Avenue into a pedestrian scale outdoor room or plaza, as mentioned above. A public entrance for the pharmacy was studied and considered at the intersection of Sebastopol Avenue and Petaluma Avenue, but it was found to be not feasible, due to internal circulation concerns, security due to proximity to the proximity to pharmacy and therefore an angled corner window was designed to address the corner architecturally and provide pedestrian interest.
b. Section I. F. of the Design Review Guidelines Site Planning guidelines regarding auxiliary structures, in that the trash and recycling enclosures merit additional screening to reduce visibility from the Sebastopol Avenue sidewalk.	In order to better comply with Section I. F. of the Design Review Guidelines Site Planning guidelines regarding auxiliary structures, the trash and recycling enclosures were redesigned to face away from the street, and additional screening in brick to match the buildings has been proposed to eliminate visibility from the Sebastopol Avenue sidewalk.

<p>c. Section I. C. of the Design Review Guidelines Circulation and Parking guidelines, in that the site plan provides a full driveway in a location that interrupts pedestrian flow and occupies more frontage than necessary, and this driveway could be redesigned to be a narrower 'in-only' driveway, fire lane or no driveway which would be more appropriate urban design for the site context, while addressing emergency access needs.</p>	<p>In order to better address Section I. C. of the Design Review Guidelines Circulation and Parking guidelines, the revised site plan now features an "in-only" 20' driveway to minimize interruption of pedestrian flow and occupy the minimum frontage while addressing emergency access needs.</p>
<p>d. Section II. of the Design Review Guidelines Architecture guidelines, in that the project has not been sufficiently designed to reduce perceived height and bulk by dividing the building mass of the pharmacy building into smaller-scale components; in that reduction in the height of the pharmacy building appears appropriate and feasible based on statements of the applicant's architect; the project includes box-like forms and unvaried roof forms which are discouraged by the Guidelines; the project does not include sufficient levels and planes to reduce massing; and in that as described in prior findings, the project architecture includes features, such as materials, which may be perceived as 'industrial' in nature, which do not create a sufficiently compatible relationship to both the existing and the developing character of the area; and the project includes a portico design which may be perceived as "formula" design, which is specifically discouraged by the Guidelines.</p>	<p>In order to better comply with Section II. of the Design Review Guidelines Architecture guidelines, the project has been re-designed to reduce perceived height and bulk of the pharmacy building by dividing the building mass into smaller-scale components, and reducing the height as much as possible while providing adequate screening for rooftop equipment, and by providing varied rooflines and architectural detail and ornament at the various parapet heights. The project was redesigned to include multiple levels and planes to reduce massing, and to provide articulation to the surfaces of the facade; and materials, which may be perceived as 'industrial' in nature, have been replaced with brick for a more compatible relationship to both the existing and the developing character of the area. The redesigned project replaces the previously proposed portico design with a modest, simple entry awning and recessed building entrance.</p>
<p>e. Section IV. A. of the Design Review Guidelines regarding Special guidelines for the downtown, in that the building design and architectural elements include blocked windows, which do not allow visual interaction between the sidewalk areas and interior of the buildings, as recommended by the Guidelines.</p>	<p>All windows provided as part of the design of the both buildings are fully transparent and unblocked, offering views into and out of both structures and to maximize natural lighting.</p>

<p>4. The proposed site design includes improvements within the Abbott Avenue right of way which do not meet City Standards for street improvements. The project frontage along the north side of Abbott Avenue should be developed with a curb, gutter and sidewalk, per typical City of Sebastopol standards. The provision of parking on the north side of Abbott Avenue should be reviewed as to the practicality of providing parking in that location and be reviewed by the City Engineer prior to any review by the Design Review Board. The existing 90 degree parking on the south side of Abbott Avenue may be maintained.</p>	<p>The redesigned site addresses improvements within the Abbott Avenue right of way in order to meet City Standards for street improvements. The project frontage along the north side of Abbott Avenue is designed to be developed with a curb, gutter and sidewalk, per typical City of Sebastopol standards. The parking design on the north side of Abbott Avenue has been reviewed as to the practicality of providing parking in that location and has been reviewed by the City Engineer, Planning Director, and Public Works Director.</p>
<p>5. Consideration shall be given to developing a single lane drive through on the pharmacy building.</p>	<p>A single lane drive through has been provided on the pharmacy building</p>