

SIGN PROGRAM INFORMATION SHEET

Name: North Broadway Center

Location: 1760-1790 N. Broadway

S.R. No.: 8883

Reso. No.:

General Plan:

Zoning:

*PULL FOR FILE
FOR MORE INFO.*

Conditions of Approval

- (1) Design: _____
- (2) Size: _____
- (3) Colors: _____
- (4) Copy: _____
- (5) Illumination: _____
- (6) Mounting: _____
- (7) Quantity: _____
- (8) Location: _____
- (9) Comments: _____

APT ENTRIES, TYP.



INVEST IN YOUR HEALTH

EXECUTIVE DECISION

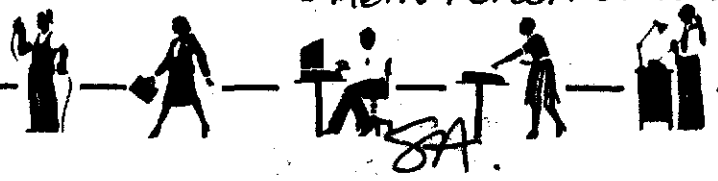
ISSUED BY SYD 5.24.95

INTERPRETATION OF SIGN PROGRAM

- 1) KEEP CABINET SIZES AND LOCATIONS AS SPECIFIED
- 2) KEEP CABINET COLOR AS SPECIFIED - "MUSCAT (DARK ROSE)"
- 3) ALLOW ANY COMBINATION OF COLORS ON THIS FINISH SCHEDULE FOR LETTERS/AND/OR BACKGROUND. ALSO ALLOW WHITE AS A LETTER CHOICE COLOR.

VISUAL INSPECTION OF WHATS OUT THERE TODAY

- 1) Mostly light grey backgrounds with pink or teal lettering - Footnotes - COIT Rental
- 2) Burgundy background with grey letters - Metro | Credit Union



AT&T Wireless Services

June 2, 1995

City of Walnut
Planning Department
1666 North Main Street
Walnut Creek, CA 94598

Attention: Sydney

Re: AT&T Sign
1840 North Broadway

Attached please find a colored rendition of the AT&T cabinet sign face that we spoke about last week. You had asked for this visual to help decide if it would be acceptable. Please call us and advise what our next step needs to be.

Thank you.

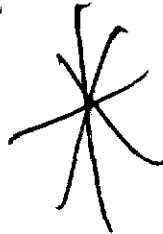
Very truly yours,

Alan Ford

Alan Ford

AF:bjm
encl.

↑
never approved.
I saw that this was
installed without
approval, on 8.24.95
S. Austin



8/6/9
Not acceptable.
I said I would consider
a combination of the colors
identified in the program,
such as teal background or
burgundy background with
white letters (whereas the program
calls for pink letters and a
grey background) as these
are colors used throughout
the architecture, but
Rainbow proposal is
not okay. I told him
we would need to
fill for amend. to
program and
we would
not support.

SR 8883

PULL FILE
FOR
COLOR
CHART.

WALNUT CREEK DESIGN REVIEW COMMISSION
STAFF REPORT

AUGUST 3, 1988 AGENDA

CONSENT CALENDAR (b)

ORIGINATED BY: COMMUNITY DEVELOPMENT DEPT. - PLANNING

SUBJECT: SIGN REVIEW APPLICATION NO. 8883, SRS NORTH BROADWAY.
Request for approval of a revised sign program for the two shopping centers at the northeast and southeast corners of North Broadway and Carlback Avenue.

ZONING: R-O, RETAIL AND OFFICE ZONE
GENERAL PLAN LAND USE: RETAIL AND OFFICE
OWNER/APPLICANT: SRS BROADWAY ASSOCIATES
ARCHITECT: HAVLICK, HUGHES, HOYT, A.I.A.
CEQA STATUS: EXEMPT

BACKGROUND:

The retail center which consists of two one-story buildings is under construction. A program for two master signs and the individual tenant signs was reviewed by the Commission on July 6, 1988. The Commission approved the application with the exception of the project identification signs and the tenant signs to be located on the tower elements.

The applicant will be asking for Commission approval to remove the stucco buildouts on the walls because they conflict with the signs. This will have to be treated as a separate matter later; therefore the current sign plans show the buildouts.

PROJECT AND SITE DESCRIPTION:

The project identification signs have been designed larger, nine-inch letters instead of five-inch. They will be illuminated only by floodlights flush with the sidewalk in front of the buildings and located in a landscaped area. (See Sheet A1.) The floodlighting is not likely to cause any problem in the vicinity because the angle is quite steep and they will shine toward the diagonals of the buildings.

The tenant signs are to be interior illuminated, plastic faced cans either mounted on the wall of suspended from the soffit depending on the configuration of the wall. The placing of signs directly on the soffits was not acceptable to the Commission. The method of the attachment has been redesigned to provide 1.5 inches offset from the soffit. (See Figure 2, Sheet A0.)

Staff Report, Sign Review Application No. 8883
June 15, 1988
Page 2

GENERAL PLAN CONSISTENCY AND CODE COMPLIANCE:

This project is consistent with all zoning and general plan requirements.

ANALYSIS:

The Commission wanted the tenant signs on the tower to be designed more in keeping with the design of the tower. They are now designed with a metal frame similar to the trellises and tiles on the fascia. This design will enhance the opening in the tower element. (See Figure 6 on Sheet AD.) The height to the bottom of each will be nine feet. There will be an opening between the signs and the trellises above. The signs will be framed with neon tubing. (See Figure 4 on Sheet A6 and Figure 3 on page A6.1.)

RECOMMENDATION:

Staff believes that the new design is consistent with the Commission's previous direction. Approval is therefore recommended.

ATTACHMENTS:

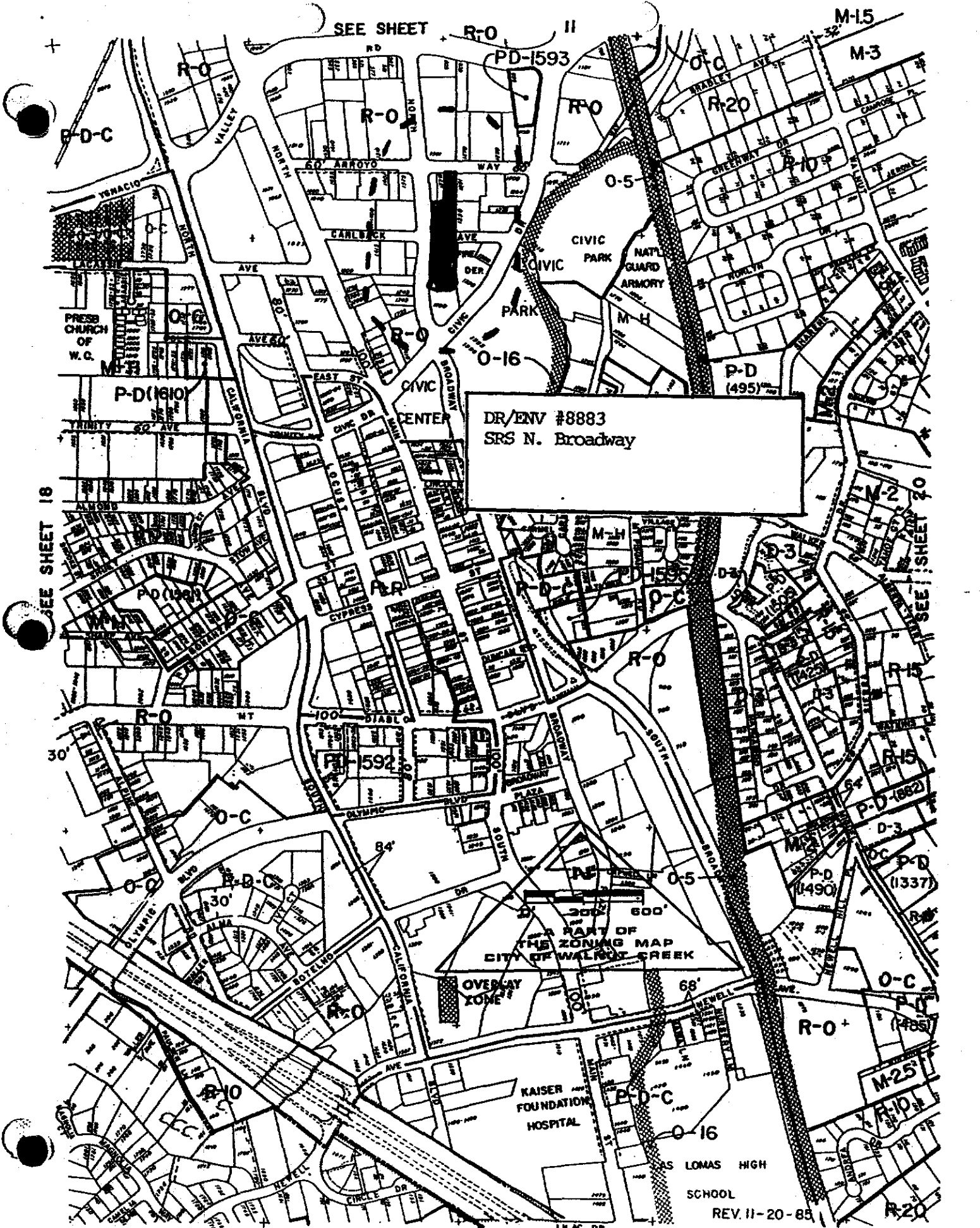
1. Area map
2. Proposed resolution
3. Set of plans

COMMISSION ACTION REQUIRED:

Move to adopt a resolution approving the amended sign program for the North Broadway Business Center.

Prepared by Lester Foley

Doc#58 [plg_9]



DR/ENV #8883
SRS N. Broadway

A PART OF
THE ZONING MAP
CITY OF WALNUT CREEK

OVERLAY
ZONE

SEE SHEET 27

SHEET NO. 19

3

WALNUT CREEK DESIGN REVIEW COMMISSION
RESOLUTION NO. 1545
DESIGN REVIEW APPLICATION NO. 8883
SRS NORTH BROADWAY CENTER

Section 1. Findings.

1. On July 6, 1988 the Walnut Creek Design Review Commission held a hearing to consider a request to approve a sign program for the SRS Broadway shopping center at the corner of Camelback and North Broadway in an R-O Zoning District.

2. The new 20,000 square foot, two building commercial complex was approved by the Design Review Commission on October 7, 1987.

3. This project is categorically exempt from the requirements of CEQA under Class 11 of the Guidelines and Processing procedures for the Review of Projects for the City of Walnut Creek.

4. Condition No. 11 of Resolution No. 1473 approving said buildings require a sign program be reviewed and approved by the Design Review Commission.

5. The proposed internally illuminated can signs for tenant identification conform to the size and placement regulations of the Zoning Ordinance as conditioned by this resolution.

6. Additional attention is needed for both tenant and project signage on the tower elements due to their design significance to the buildings.

7. Based on the evidence presented at the meeting the Design Review Commission hereby resolves that:

- a. The project complies with Design Review ordinance requirement.

Section 2. Decision. Based on the findings as set forth above, this Commission hereby grants approval of Design Review Sign Program Application No. 8883 as shown on the plans labeled "Exhibit A of Design Review No. 8883" subject to the following conditions:

1. All signs to be located on both project tower elements including project identification sign and tenant signs are not approved as part of this approval. Said signs shall be redesigned and resubmitted to be more compatible with the architectural design of the tower elements.

2. All tenant signs shall provide a reveal between the sign can (housing) and building soffit.

3. The letter styles and logos for individual tenant signs shall be approved by staff.

4. Additional window signing may be permitted on individual businesses as per Zoning Ordinance requirements not to exceed 15% of tenant window space.

5. All final sign colors shall be approved by staff on a case by case basis.

6. Total sign area for each business shall conform to the regulations of the Zoning Ordinance.

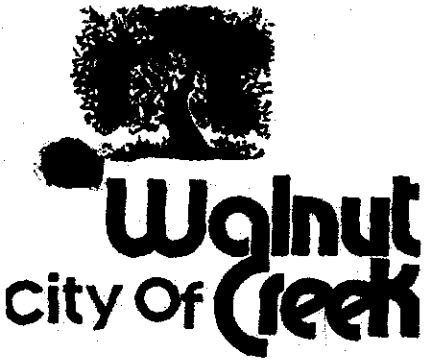
Section 3. Effective Date. This resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED ON July 6, 1988 by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Englund and seconded by Commissioner Boyd.

Ayes: Englund, Boyd, Johnson, Rambo
Noes: None
Absent: Camp



PAUL RICHARDSON, Secretary
Walnut Creek Design Review Commission



July 18, 1988

SRS Broadway Association
101 Ygnacio Valley Road, Suite 200
Walnut Creek, CA 94596

The Walnut Creek Design Review Commission took the following action on your item on July 6, 1988

Design Review No. 8883

Approved

Approved with Conditions XXX

Denied (without prejudice)

Denied

Held over to _____

If the Design Review Commission took final action on your application, Resolution No. 1545 setting forth the Commission's decision and findings in regard to this item will be enclosed.

For additional information regarding disposition of this application, please refer to the reverse side of this letter.

Very truly yours,

Charlotte Flynn (RS)

CHARLOTTE FLYNN, Secretary
Walnut Creek Design Review Commission

CF/jms

enclosure

cc: Hoyt & Associates

David Gates & Associates

doc 266 [38]





