

August 11, 2015

Pat McCormick
Corporate Graphics
1132 Willow Pass Ct
Concord, CA 94520

Subject: Design Review Application No. Y15-063, The Atrium Office Building Master Sign Program.

The Walnut Creek Design Review Commission took the following action on your item on August 5, 2015

- | | |
|---|--|
| <input type="checkbox"/> Approved | <input checked="" type="checkbox"/> Approved with Conditions |
| <input type="checkbox"/> Denied (without prejudice) | <input type="checkbox"/> Denied |
| <input type="checkbox"/> Held over to _____ | |

If the Design Review Commission took final action on your application, Resolution No. 2925 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,

KENNETH NODDER, Acting Secretary
Walnut Creek Design Review Commission

Enclosures: Resolution No. 2925
Standard Design Review Conditions – Exhibit A
Cc: Atrium on Broadway

**WALNUT CREEK DESIGN REVIEW COMMISSION
RESOLUTION NO. 2925
DESIGN REVIEW APPLICATION NO. Y15-063
THE ATRIUM OFFICE BUILDING MASTER SIGN PROGRAM
1981 NORTH BROADWAY (178-411-010)**

Effective August 21, 2015 Unless Appealed Prior to that Date

Section 1. Background.

1. On August 5, 2015, the Walnut Creek Design Review Commission held a public hearing on a request filed on May 12, 2015, by Pat McCormick of Corporate Graphics Inc., applicant, Atrium Associates, owner, proposing a new Master Sign Program consisting of one freestanding sign, two wall signs, two driveway markers, and up to eight business identification cabinet signs suspended from the building eaves.
2. The 2.04-acre property is zoned Office -Commercial (O-C) and contains a four-story, 117,000 square-foot building completed in 1987. The site is accessed via one driveway on Arroyo Way and two driveways on North Broadway which all provide access to both surface parking and parking facilities under the building. The surface parking lots along North Broadway are connected via a porte-cochère formed by the three-story building element above the internal drive aisle. The building is grey in color with a horizontal maroon stripe inset on the wall planes at each building level. The building name "The Atrium" is derived from the three-story architectural glass and metal element facing North Broadway whose upper portion resembles a sunburst and is used as the building's characteristic logo mark.
3. The building was originally designed as a "shopping center" building consistent with the Retail-Office (R-O) designation applicable at the time and contained a restaurant and retail spaces on the ground floor. In 1996, the site was rezoned as part of the Comprehensive Zoning Update to Office-Commercial (O-C). Today, the ground floor spaces are occupied by professional, business, and medical office uses. The only remaining retail use is a convenience store located at the ground level of the porte-cochère.
4. The proposed MSP consists of 3.75 square-foot, non-illuminated driveway identification markers at the southwest and northwest corners of the site and a 25 square-foot freestanding sign at the street corner. The proposed MSP would also replace the ground floor tenant identification fabric awnings in favor of individual, opaque sign cabinets with halo-illuminated metal letters. Lastly, the wall signs on the north and south elevations of the porte-cochère (the exterior support walls near the convenience store) would consist of a halo-illuminated sunburst logo mark and the word "atrium" below it, pegged off a new black granite veneer. Each wedge of the sunburst logo mark is a separate piece.
5. A draft Master Sign Program (MSP) was reviewed by the Sign Subcommittee (Commissioners Fotheringham and Volkmann) on June 17, 2015. The Sign Subcommittee generally supported the concept and made recommendations related to sizing and graphic format. Staff also recommended changes to the Tenant Sign Criteria concerning sign copy format such as logo sizes and the potential use of all capital letters versus title case business names.
6. This project is categorically exempt from the requirements of CEQA under Categorical Exemption 15301, Existing Facilities.

7. Public hearing notices for the project were mailed to property owners within 300 feet of the property and posted within a 300-foot radius of the subject property at least 10 days prior to the scheduled hearing.
8. The public hearing was opened for public comment and no comments were received.

Section 2. Findings.

The project is subject to the Design Review requirements of Walnut Creek Municipal Code Section 10-2.4.1206 (Findings). Required findings below are shown in **bold** type and the reason(s) the project is consistent, is shown in regular type:

A. The plan is consistent with the General Plan and any applicable Specific Plan and this Chapter.

The project conforms to General Plan (GP) Goal 13 of Chapter 4 “*Built Environment*” which seeks to maintain and enhance high quality building design and urban design. The proposed master sign program is consistent with Policy 13.1 in that the scale, appearance, and compatibility of the development is enhanced by the format and allowable sign copy and materials.

B. The approval of this plan is in the best interest of the public health, safety and general welfare.

The proposed Master Sign Program (MSP) would update the identification of The Atrium Building, provide directional information, and the identification of ground floor tenants. The proposed MSP is consistent with the minimum standards for the coordinated placement, size, and general appearance of business identification signs to ensure that commercial signs are designed for the purpose of identifying a business in an attractive and functional manner. The allowable signage is in the best interest to promote the public health, property, and welfare while promoting architectural compatibility which enhances the visual environment.

C. General site considerations, including site layout, open space and topography, orientation and location of buildings, vehicular access, circulation and parking, setbacks, height, walls, fences, public safety and similar elements have been designed to provide a desirable environment for the development.

The master sign program preserves visibility and legibility of signs for vehicular traffic and pedestrian uses with sign copy to promote business identification and wayfinding. The existing and proposed signs are compatible with the building design and landscaped setting.

D. General architectural considerations, including the character, scale and quality of the design, the architectural relationship with the site and other buildings, building materials, colors, screening of exterior appurtenances, exterior lighting and signing and similar elements have been incorporated in order to ensure the compatibility of this development with its design concept and the character of adjacent buildings.

The Master Sign Program is structured to provide business identification opportunities and visual consistency with the site and grounds. The appearance of the signs is compatible with the building and character of the site and its environs.

- E. **General landscape considerations, including the location, type, size, color, texture and coverage of plant materials, provisions for irrigation, maintenance and protection of landscaped areas and similar elements have been considered to ensure visual relief, to complement buildings and structures and to provide an attractive environment for the enjoyment of the public.**

Landscaping on the property will be generally unaffected by the new Master Sign Program. One small shrub at the Arroyo Way will be removed to allow visibility of a 24-inch tall driveway marker. The freestanding identification sign at the corner of Arroyo Way and North Broadway will be enhanced by colorful plantings around the base which contributes to the character of Downtown Walnut Creek.

- F. **Compliance with all provisions of Chapter 8 (Preservation of Trees on Private Property) of Title 3 (Public Safety) of this code.**

No trees are affected by the proposed project.

- G. **Where fine art work has been proposed, general consideration of category, form, scale, durability, siting and similar elements have been incorporated to complement the surroundings.**

The project is not subject to the City's Fine Art requirements.

PART 2

Sign Ordinance §10-8.105.1.a. limits freestanding signs to one per property with a maximum of 25 square feet and no taller than 20 feet above grade. In considering a freestanding sign, the Design Review Commission (or Sign Subcommittee) must make one of the following findings:

- (1) A freestanding sign is the only feasible means by which the business(es) can have the same degree of identification to the traveling and shopping public, as that available to businesses on neighboring premises that do not have freestanding signs; or**
- (2) The building in which the business is located is set back from the street, or is obscured from view by adjacent structures or vegetation, in such a manner that adequate identification cannot be obtained from signs attached to the building; or**
- (3) The architectural style, materials or elements of construction of the building(s) is such that wall signs would be in conflict with the provisions of §10-4.301 (Design Review) of the Walnut Creek Municipal Code.**

The Design Review Commission hereby finds that under No. 2 above, the building is set back from the intersection of Arroyo Way and North Broadway. Adequate signing for the traveling public is necessary for center identification and wayfinding.

Section 3. Decision.

Based on the findings as set forth above, this Commission hereby grants approval of Design Review/ Sign Review Application No. Y15-063, as shown on the plans labeled “Exhibit A of Design Review No. Y15-063 Master Sign Program,” subject to the following conditions:

1. The property shall be developed substantially in compliance as shown on the plans labeled “Exhibit A of Design Review No. Y15-063 The Atrium Office Building Master Sign Program.”
2. The small shrub along the Arroyo Way street frontage shall be removed for sight distance purposes.
3. The pearl grey side “panels” shall be painted on the back side of the freestanding sign (Page 4) to match the front of the sign.
4. Any damaged or illegible signs shall be repaired in a timely manner.
5. All sign alterations are subject to the standards of the Master Sign Program and shall be subject to staff level sign review and permit approval prior to issuance of a building permit.
6. An encroachment permit is required for all work within the public right-of-way. The encroachment permit is required prior to the issuance of the building permit. The applicant/owner should contact the Engineering division to discuss submittal requirements.
7. A separate building permit shall be obtained for the construction of the signs included in the project. The applicant/owner should contact the Building division to discuss submittal requirements.
8. The developer shall comply with all requirements of the Contra Costa Co. Fire Protection District, Contra Costa Water District, Central Contra Costa Sanitary District, East Bay Municipal Utility District, Pacific Gas and Electric Company, AT&T, Comcast and Astound Broadband.
9. The applicant and its heirs, successors, and assigns shall, at its sole cost and expense, indemnify, defend with counsel selected by the City, protect, release, and hold harmless the City and any agency or instrumentality thereof, including any of its officers, employees, commissions, and agents, from any and all claims, actions, or proceedings arising out of or in any way relating to the processing and/or approval of this Project, the purpose of which is to attack, set aside, void, or annul the approval of this Project and any environmental determination that accompanies it. This indemnification shall include, but not be limited to, suits, damages, judgments, costs, expenses, liens, levies, attorney fees or expert witness fees that may be asserted or incurred by any person or entity, including the applicant, third parties and the indemnitees, arising out of or in connection with the approval of this Project, whether or not there is concurrent, passive, or active negligence on the part of the indemnitees. Nothing herein shall prohibit the City from participating in the defense of any claim, action, or proceeding. The parties shall use best efforts, acting in good faith, to select mutually agreeable defense counsel. If the parties cannot reach agreement, the City may select its own legal counsel and the applicant agrees to pay directly, or timely reimburse on a monthly basis, the City for all such court costs, attorney fees, and time referenced herein.

10. In the event that any condition imposing a fee, exaction, dedication, or other requirement is challenged by the applicant in an action filed in a court of law or threatened to be filed therein which action is brought within the time period provided for by law, this approval shall be suspended pending dismissal of such action, the expiration of the limitation period applicable to such action, or final resolution of such action. If any condition is invalidated by a court of law, the entire project shall be reviewed by the City and substitute conditions may be imposed.
11. All outstanding fees owed to the City, including staff time spent processing this application, shall be paid in full prior to the issuance of a site development permit or building permit.

TIME FRAME AND EXTENSION

12. A building permit must be issued or a request for a one-year extension must be filed with the Community and Economic Development Department by August 21, 2016 or this approval will become null and void on that date. Approval shall be valid for no more than six (6) months from the date of building permit issuance, unless construction has commenced prior to the expiration of the building permit.

Section 4. Effective Date.

This resolution shall take effect on August 21, 2015 unless appealed prior to that date.

PASSED AND ADOPTED on August 5, 2015 by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Volkmann and seconded by Commissioner Cothren.

Ayes: Volkmann, Cothren, Weiss
Noes: Gorny
Absent: Fotheringham
Abstain: None
Recused: None



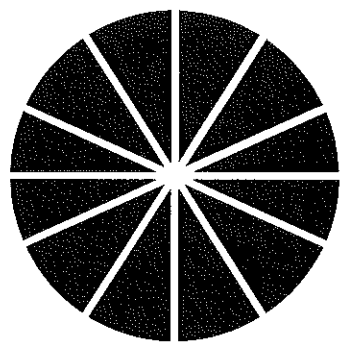
KENNETH W. NODDER, Secretary
Walnut Creek Design Review Commission

EXHIBIT A

DESIGN REVIEW COMMISSION
CITY OF WALNUT CREEK
D.R. NO. Y15-063

- REFER TO P.C.
- STUDY SESSION
- CONDITIONALLY APPROVED
- DENIED

RESOLUTION NO. 2925
EXHIBIT A . DATE 8/5/15



atrium

1981 North Broadway, Walnut Creek, CA 94596

Tenant Sign Criteria

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Introduction

This document describes parameters for the design, construction, and installation of tenant signage at The Atrium at 1981 North Broadway, Walnut Creek, California 94596.

This document ensures that the signage for The Atrium clearly identifies each of the tenants, while also providing a sustainable sign criteria for use by the tenants, the property owner, and the City of Walnut Creek.

All questions regarding the content of this document should be directed to the The Atrium Business Office.

General Information

- A. Tenants occupying 1,000 square feet or more on the ground level on the exterior of the Atrium building are required to have a sign identifying the tenant's business.
- B. All identifying signs must be directly above their business entrance or as close to their business entrance as practiceable.
- C. All tenants occupying 1,000 square feet or more on the ground level on the exterior of the Atrium building are allowed one identifying sign.
- D. Identifying signs shall be no closer than 10' from each other, as measured from the edges of the cabinets.
- E. The only signage of any type allowed on or in any of the windows in the Atrium shall be white vinyl lettering on the glass of the front door. All of the lettering shall centered horizontally and vertically on the upper area of the glass door - "upper area" being defined as the area bounded by the top, left and right sides of the door's glass panel and the arm bar used to open the door. Content is limited to company name and/or logo, company slogan (if necessary) company address, company phone number, and company web site. Square measurement of content shall not exceed 33% of area described above.

Signage Parameters: Structural

- A. All tenant signs are to use individual, halo-lit letters mounted on a painted aluminum cabinet, as described on page 8 of this document.
- B. All sign cabinets are to be painted Mathews Pearl Gray.

- C. All sign cabinets are to be 30" in height.
- D. Only two cabinet widths can be used: 144" (12') and 168" (14'). Width of the signage content shall determine which cabinet will be required. A basic rule of thumb is if the measured width of sign's content is 126" or less the 144" width cabinet shall be used, if the width of the sign's content exceeds 126" the 168" wide cabinet shall be used.
- E. All signs will be undermounted on the lower lip of the soffit that extends above the ground level. All signs will be centered between the soffit's existing recessed lighting and the outer edge of the soffit..
- F. All sign illumination is to be supplied by white LEDs.
- G. All signage construction, sizing, and content are subject to review and approval by the Landlord.

Signage Parameters: Content

- A. The only content allowed on tenant signage shall be the name of the business in either the businesses' logotype or chosen typeface, and an appropriate logomark with the following parameters: the logomark must be only one solid color; the logomark is not larger vertically than the tallest letter in the businesses' logotype or chosen typeface; the logomark does not exceed 20% of the entire square footage of the sign content.
- B. All combined lettering and/or logomarks on the sign shall not be taller than 20" vertically.
- C. All combined lettering and/or logomarks shall be no smaller than 15" measured vertically.
- D. The width of sign content shall not exceed 150" on the 168" cabinet and 126" on the 144" cabinet.
- E. In combination, all lettering and/or logomarks shall not exceed three individual colors total.
- F. All signage elements are to be on one line.
- G. All signage elements are to be horizontally and vertically centered on the sign cabinet.
- H. All signage content is subject to review and approval by the Landlord.

Design and Approval

- A. It is expected that professional designers will prepare artwork for all tenants and that such artwork will include scaled schematic drawings, specifications, and color drawings. Material and/or paint samples shall be required.
- B. Each Tenant will submit to the landlord four (4) copies of detailed drawings indicating the locations, size, copy layout, colors, materials, illumination, construction materials and installation methods for all signs. The drawings will be to scale with dimension callouts, and include a site plan indicating the location within the project.
- C. The use of corporate logos shall be permitted (subject to Landlord's approval) provided such logos are within the allowable sign guidelines as described in this document.
- D. No sign shall be fabricated, altered, installed, or relocated without first obtaining a building permit from the City of Walnut Creek. All permits for signs and their installation required by the city shall be obtained and paid for by the Tenant or its representative, prior to installation.
- E. All signs shall be constructed and installed at the Tenant's expense.
- F. Tenant shall be responsible for the fulfillment of all requirements and specifications, including those of the city and these guidelines, and all applicable codes.
- G. All signs shall be reviewed for conformance with these criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the right of the Landlord and the City of Walnut Creek.

Prohibited Signs

- A. No sign shall be installed, relocated or maintained so as to prevent free ingress to or egress from any door. No sign shall create a safety hazard by obstructing clear view of pedestrian and vehicular traffic, or project into the public traffic, or project into the public way. Signs which imitate size, color, lettering or design any traffic sign or signal, or which make use of the words "stop", "look", "danger", or any other words, phrases, symbols or characters in such a manner as to interfere, mislead or confuse traffic are prohibited.
- B. Signs consisting of any moving, swinging, rotating, flashing, blinking, fluctuating or otherwise animated, are prohibited.

- C. Any sign installed for the purpose of advertising a project, event, person or subject not related to the tenant's business upon which said sign is located is prohibited.
- D. Signs on or affixed to trucks, automobiles, trailers or other vehicles, which advertise, identify, or provide direction or sales of merchandise or rendering of services from such vehicles are prohibited when such vehicles are located on the shopping center.
- E. Signs which audibly advertise, identify, or provide direction to a use or activity are prohibited.
- F. Inflatable advertising devices such as blimps, "hot air" balloons, animals or other caricatures are prohibited.
- G. No signs shall be permitted on canopy roofs or building roofs and no sign or any portion thereof may project above the building or top of the sign upon which is mounted.
- H. It shall be unlawful for any tenant to exhibit, post or display cause to exhibited, posted or displayed upon any sign, anything of an obscene, indecent, or immoral nature or unlawful activity.

Construction Method and Material Requirements

- A., All individual letters and logo elements are constructed of aluminum and halo illuminated with white LEDs.
- B. Surfaces which are intended to be flat shall be without bulges, oil canning or other deformities.
- C. All permanent signs shall be designed, specified and fabricated to have a life expectancy of at least five (5) years.
- D. All signs must meet or exceed all applicable codes; i.e., building, electrical, mechanical, structural, etc.

Electrical and Illumination Requirements

- A. All fabrication and installation shall comply with all Underwriter's Laboratories requirements and specific state and local codes. All signs shall display the U.L label and be installed by licensed contractors only. All conductors, transformers and other equipment shall be concealed.

- B. Primary electric service to all tenant building signs shall be placed on the tenant's electric service. Tenants may be required to provide time clocks and photocells for use in conjunction with the electric service.
- C. The illumination of all sign components shall be uniform in intensity over all of the illuminated surfaces. No noticeable spots or shadows will be allowed. Illumination and electric specifications must appear on all shop drawings.
- D. Landlord reserves the right to hire an independent electrical engineer to inspect the installation of all tenant signs and to require the tenant to have any discrepancies and/or code violations corrected at tenant's expense.

Installation/Removals

- A. All exterior signs shall be attached with concealed fasteners that are stainless steel, nickel or cadmium plated. All transformers, electrode boxes, switches, conduit and access hatches shall be concealed.
- B. All exterior signs exposed to the weather shall be mounted at least 1/2" from the building to permit proper dirt and water drainage.
- C. All penetrations of the building structure required for sign installation shall be neatly sealed and water-tight. Color and finish shall match existing adjacent finish.
- D. All identification labels shall be concealed, except where required by code.
- E. Tenant's sign contractor shall repair any damage caused by its work. Damage to any structure that is not repaired by the sign contractor shall become tenant's responsibility to correct.
- F. Tenant shall be full responsible for the operations of its sign contractors, and shall indemnify, defend and hold the landlord and its agents and all parties harmless from damages or liabilities on account thereof.
- G. All contractors for installation, removal or service must be fully licensed and provide the landlord with certificates of insurance prior to commencing any work.
- H. At the expiration, or sooner termination of tenant's lease term, tenant shall be required to remove its signs and cap off the electrical connections. Sign removals shall include the patching and repairing of entire work areas plus repainting of any "ghosted" areas or as directed by the Landlord or its agent does removal and/or repair.

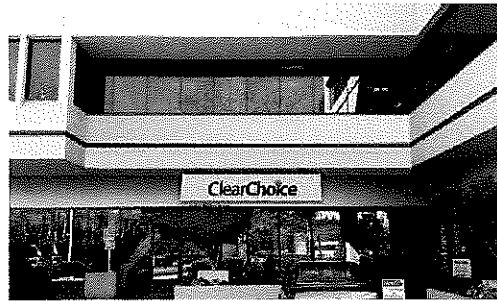
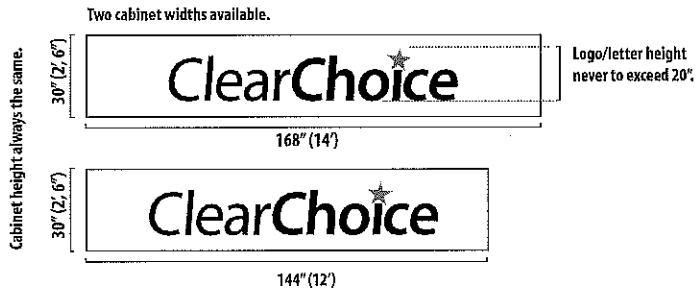
- I. All signage manufacturers are advised that each sign display will be inspected for conformance by an authorized representative of the Landlord. Any signs found not in conformance will be rejected and removed at Tenant's sole expense. If removed, any damage to the facade shall be repaired and the facade repainted, to the Landlord's satisfaction, at tenant's expense.

- J. Any sign company engaged in the construction or erection of signs at The Atrium shall carry, at a minimum, statutory worker's compensation and public liability insurance against all damage suffered or done to any and all persons and/or property in the amount of \$1,000,000 per occurrence, \$2,000,000 aggregate. Certificates of insurance naming the Landlord, the Re-development Agency of the City of Walnut Creek, Major Tenants and the Landlord's lender as "additional insured" shall be delivered to Landlord prior to the commencement of installation.

Maintenance

Tenant shall be responsible for the installation and maintenance of its signage. If tenant's signage requires maintenance or repair, and the tenant fails to maintain or make such repair, Landlord shall give Tenant ten (10) days written notice to effect to accomplish required maintenance or repair. Should Tenant fail to do so, Landlord will undertake the required repairs and Tenant shall reimburse Landlord for these costs plus 20% within ten (10) days of receipt of invoice.

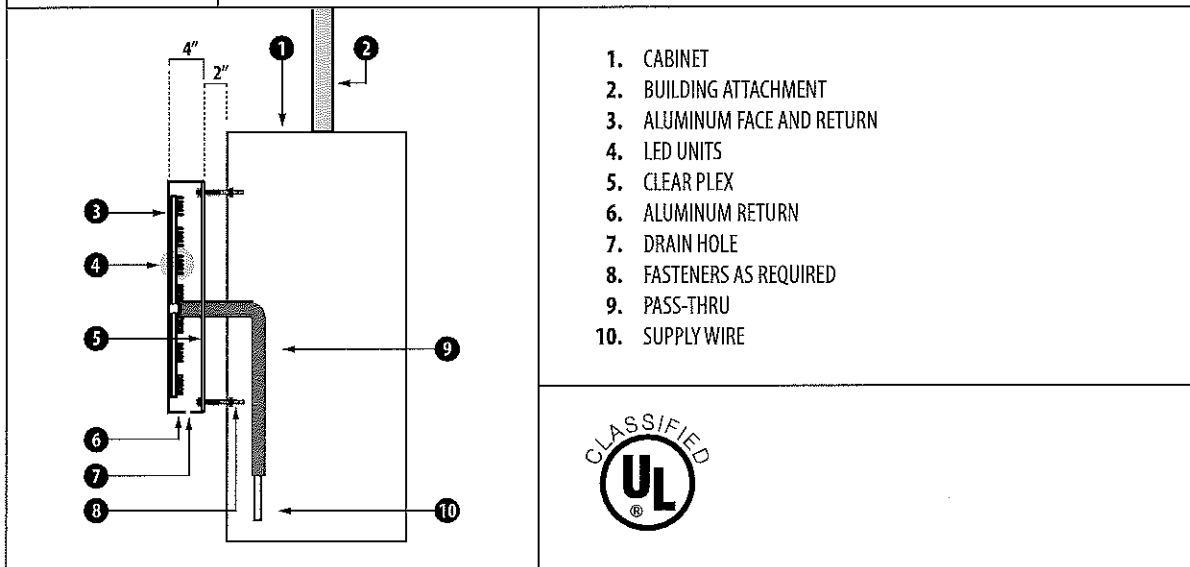
Sample Tenant Signage

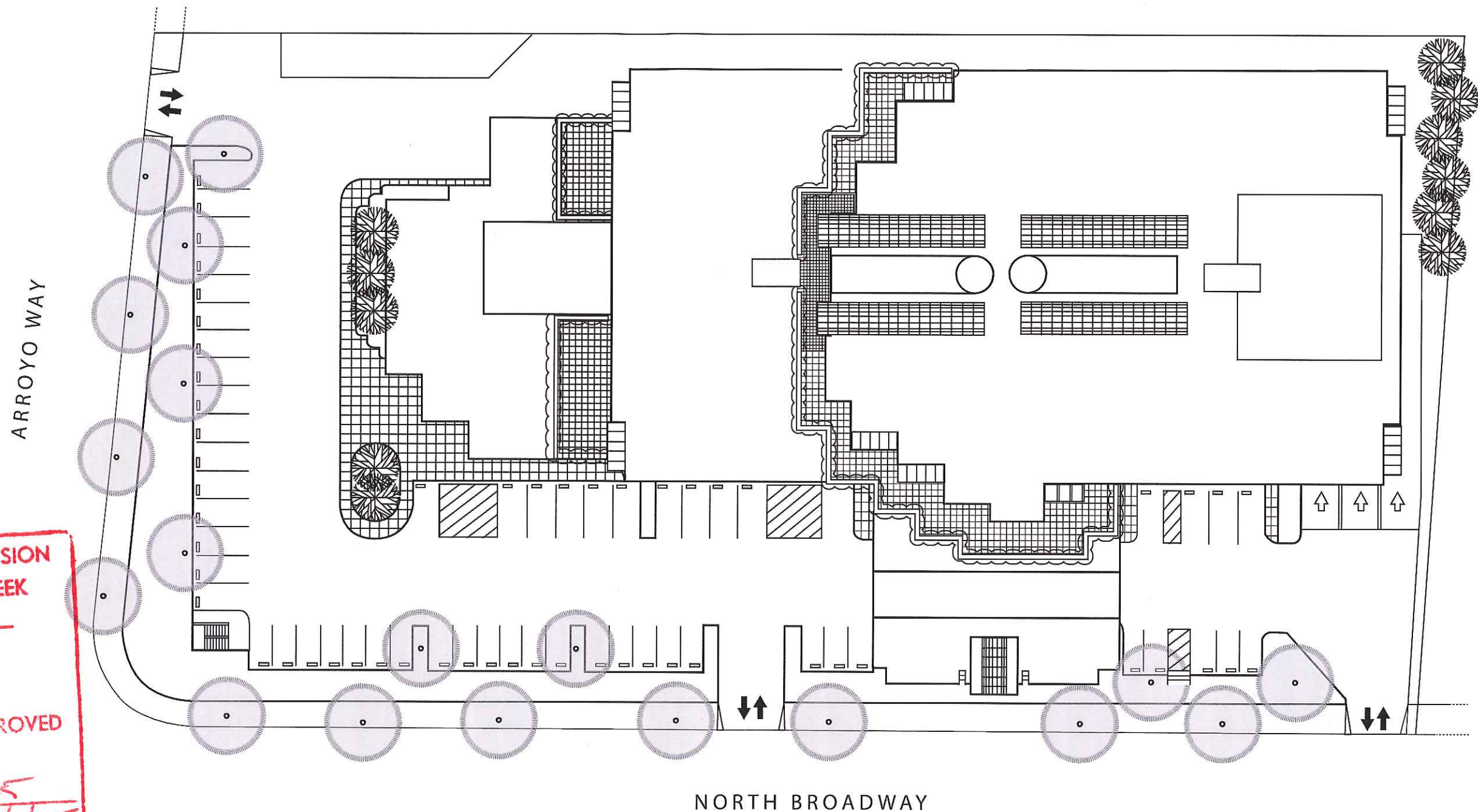


SPECIFICATIONS

DESCRIPTION	SINGLE-SIDED CABINET WITH HALO-LIT ALUMINUM LETTERS AND LOGOMARK (IF DESIRED), CABINET SUSPENDED (UNDER-MOUNTED) FROM BUILDING.	
LETTERS AND LOGOMARK	MATERIAL	ALUMINUM EXCEPT FOR BACK. CLEAR PLEX BACK.
	DEPTH	4"
	COLOR(S)	LETTERING AND LOGOMARK COLORS SHALL NOT EXCEED THREE.
	ILLUMINATION	WHITE LED. ALL LETTERS AND LOGOMARKS INDIVIDUALLY LIT.
CABINET	MOUNTING	MOUNTED TO CABINET.
	MATERIAL	1/4" ALUMINUM.
	COLOR(S)	ALL SIDES PAINTED MATHEWS PEARL GRAY.
OTHER	ENTIRE CABINET UNDERMOUNTED TO LOWER BUILDING FASCIA.	
OTHER	PLEASE SEE DETAIL BELOW.	

DETAIL





**DESIGN REVIEW COMMISSION
CITY OF WALNUT CREEK**
D.R. NO. 415-063

REFER TO P.C.
 STUDY SESSION
 CONDITIONALLY APPROVED
 DENIED

RESOLUTION NO. 2925
EXHIBIT A . DATE 8/5/15

*ALSO REFER TO TENANT
SIGN CRITERIA*

N
SCALE: 1" = 40'

PROPERTY



**Corporate
Graphics**

1132 Willow Pass Court
Concord, CA 94520
Tel: 925.933.7457
Fax: 925.933.7491
www.CorpGraphics.com

License #811422

PROJECT	LOCATION	REVISION/DATE	FILE INFORMATION
Master Sign Program	The Atrium 1981 North Broadway Walnut Creek, CA 94596	07/13/2015	Contact: Steve and/or JB Potts Address: 1981 North Broadway, Walnut Creek, CA 94596 Drawn By: James Woods Marshall, jameswoodsmarshall.com File Location: cg/atr Scale: As Shown.

ml 1



GEOGRAPHIC MAP VIEW (WIDE)



GEOGRAPHIC MAP VIEW (CLOSE)



**Corporate
Graphics**

1132 Willow Pass Court
Concord, CA 94520
Tel: 925.933.7457
Fax: 925.933.7491
www.CorpGraphics.com

License #811422

PROJECT	LOCATION	REVISION/DATE	FILE INFORMATION
Master Sign Program	The Atrium 1981 North Broadway Walnut Creek, CA 94596	07/13/2015	Contact: Steve and/or JB Potts Address: 1981 North Broadway, Walnut Creek, CA 94596 Drawn By: James Woods Marshall, jameswoodsmarshall.com File Location: cg/atr Scale: As Shown.

PROPERTY

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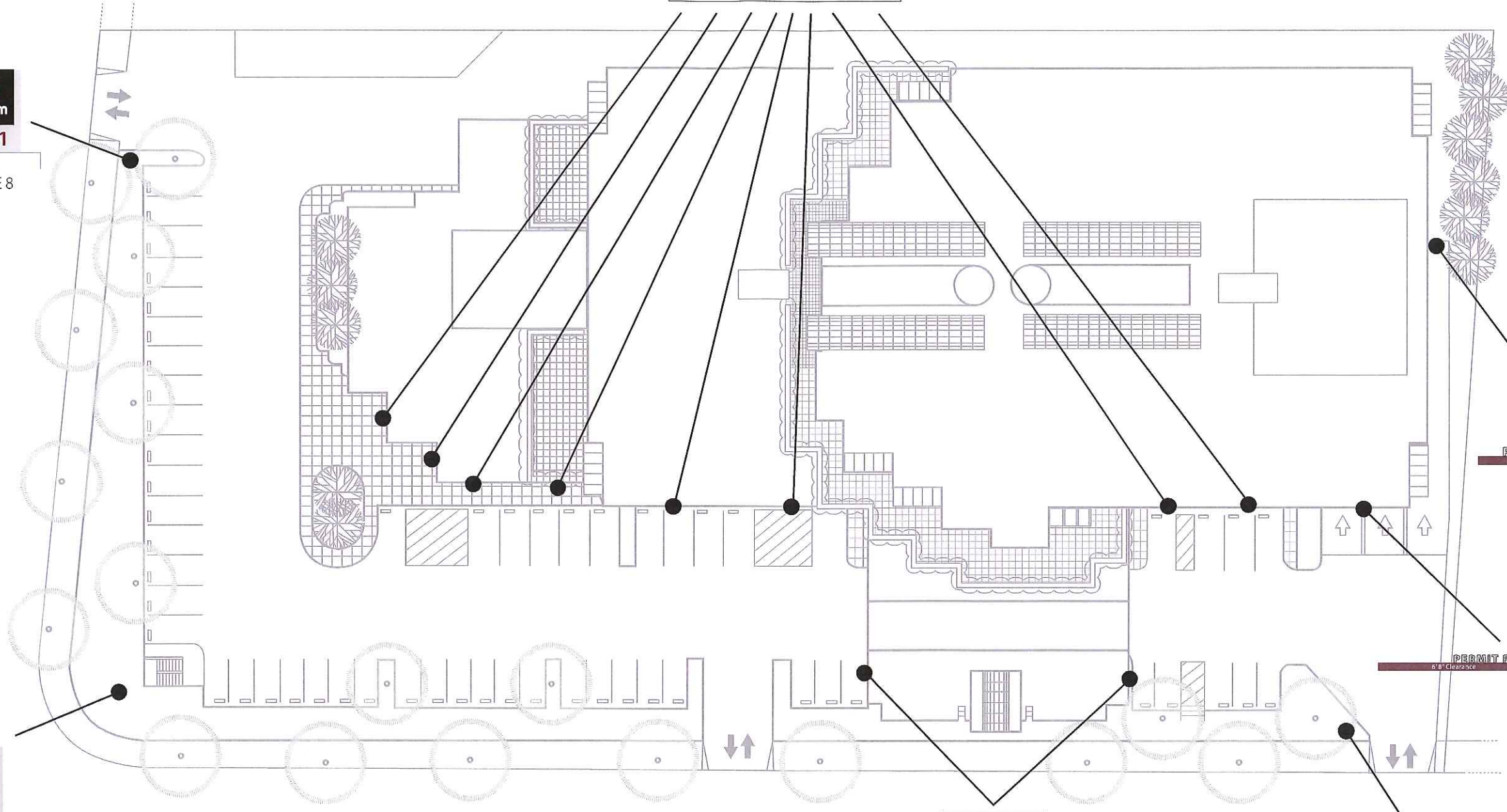
Tenant★Name

PAGE 10



PAGE 8

ARROYO WAY



PERMIT PARKING ONLY
6'8" Clearance

CLOSED

PAGE 15

PERMIT PARKING ONLY
6'8" Clearance

PAGE 14



PAGE 4

NORTH BROADWAY



PAGE 6



PAGE 8

SIGNAGE LOCATIONS



Corporate Graphics

1132 Willow Pass Court
Concord, CA 94520
Tel: 925.933.7457
Fax: 925.933.7491
www.CorpGraphics.com

License #811422

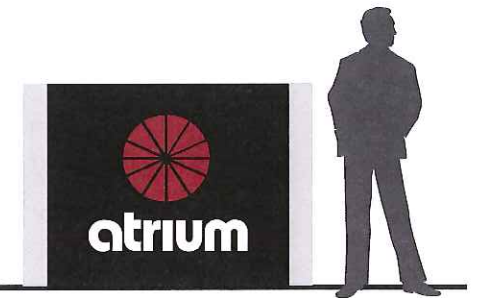
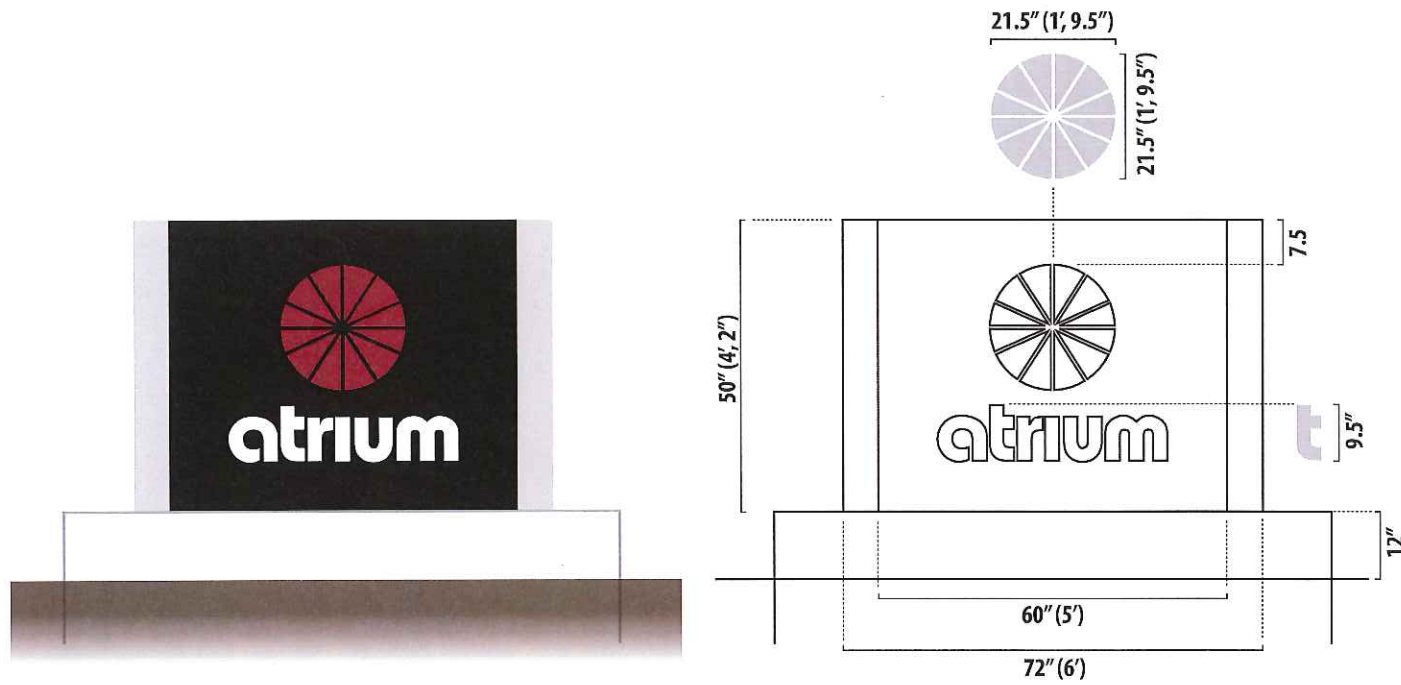
PROJECT
Master Sign Program

LOCATION
The Atrium
1981 North Broadway
Walnut Creek, CA 94596

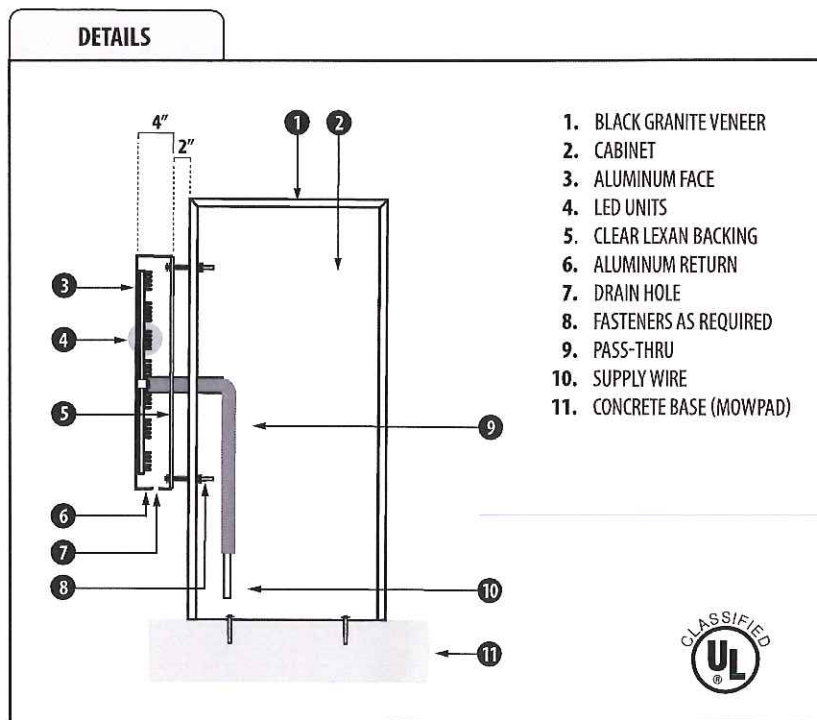
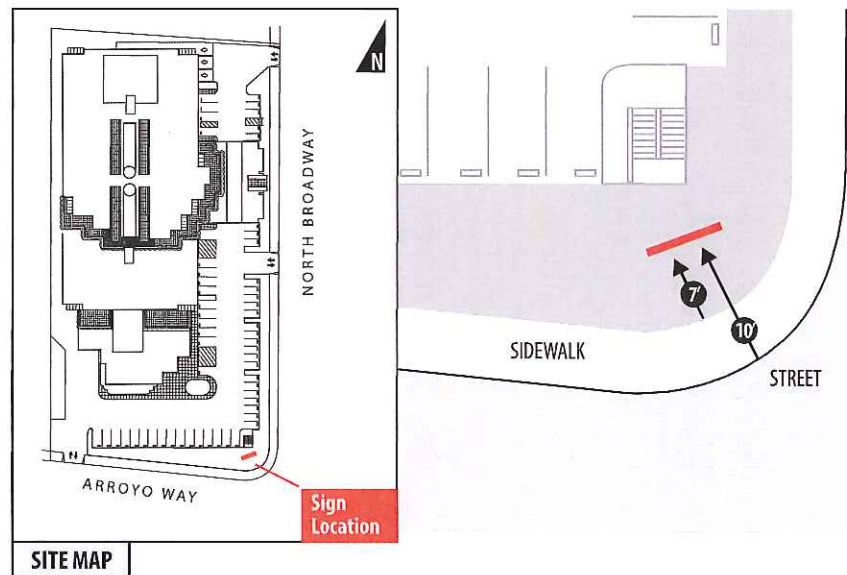
REVISION/DATE
07/13/2015

FILE INFORMATION
Contact: Steve and/or JB Potts
Address: 1981 North Broadway, Walnut Creek, CA 94596
Drawn By: James Woods Marshall, jameswoodsmarshall.com
File Location: cg/atr
Scale: As Shown.

ml
3



PROPOSED SIGNAGE Scale: 3/8 (.375)" = 1'



1. BLACK GRANITE VENEER
2. CABINET
3. ALUMINUM FACE
4. LED UNITS
5. CLEAR LEXAN BACKING
6. ALUMINUM RETURN
7. DRAIN HOLE
8. FASTENERS AS REQUIRED
9. PASS-THRU
10. SUPPLY WIRE
11. CONCRETE BASE (MOWPAD)



SPECIFICATIONS		
DESCRIPTION	SINGLE SIDED CABINET WITH HALO LIT ALUMINUM LETTERS AND LOGOMARK. CABINET HAS BLACK GRANITE VENEER WHERE SHOWN.	
LETTERS AND LOGOMARK	MATERIAL	ALUMINUM FACES AND RETURNS, CLEAR PLEX BACKS.
	DEPTH	4"
	COLOR(S)	LETTERS PAINTED MATHEWS MATTE WHITE. LOGOMARK PAINTED MATHEWS TOMATO RED MATTE.
	ILLUMINATION	WHITE LED. ALL LETTERS AND LOGOMARK INDIVIDUALLY LIT.
	MOUNTING	BOLTED TO CABINET.
CABINET	MATERIAL	1/4" ALUMINUM. CLAD WITH 3/4" BLACK GRANITE VENEER ON FACE AND TOP.
	COLOR	PAINTED MATHEWS PEARL GRAY TO MATCH BUILDING COLOR.
	OTHER	ALUMINUM CABINET IS BUILT WITH 5/8" CONCAVE "BED" TO ALLOW GRANITE TO BE EMBEDDED INTO CABINET. GRANITE ALSO SECURED WITH HIGH PERFORMING ADHESIVE. BACK OF CABINET IS NOT CLAD WITH GRANITE TO ALLOW FOR ACCESS TO MAINTENANCE DOOR ON BACK OF CABINET. BACK OF CABINET PAINTED TO SIMULATE COLOR PATTERN ON FRONT OF CABINET.
	MOUNTING	ENTIRE CABINET BOLTED TO CONCRETE MOWPAD.
OTHER	CONCRETE MOWPAD INSTALLED BENEATH CABINET. MOWPAD EXTENDS 12" BEYOND ALL CABINET EDGES. LANDSCAPING TO BE STRUCTURED AROUND MONUMENT AND WILL BE CONTINUE TO BE CONSISTENTLY MAINTAINED WITH ANNUALS AND SEASONALS.	

IDENTITY SIGNAGE

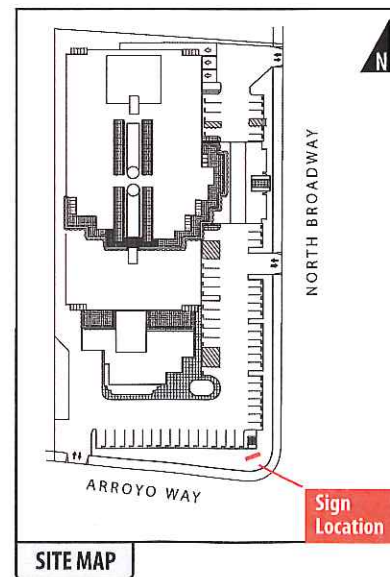
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Master Sign Program	The Atrium 1981 North Broadway Walnut Creek, CA 94596	07/13/2015	Contact: Steve and/or JB Potts Address: 1981 North Broadway, Walnut Creek, CA 94596 Drawn By: James Woods Marshall, jameswoodsmarshall.com File Location: cg/atr Scale: As Shown.

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IDENTITY SIGNAGE



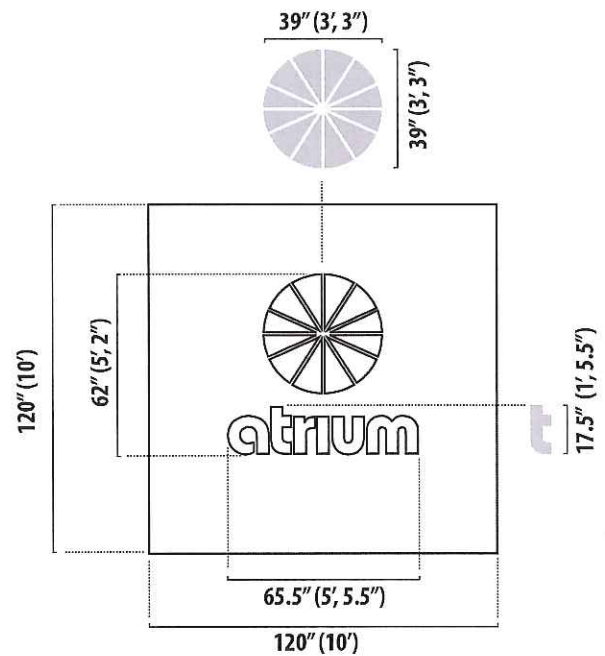
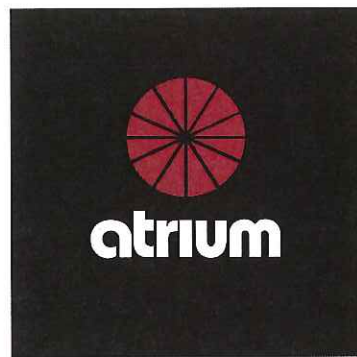
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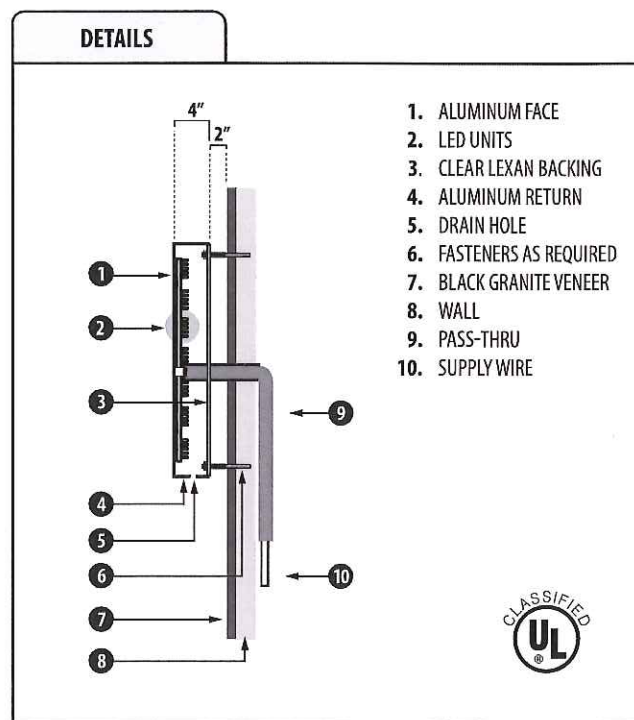
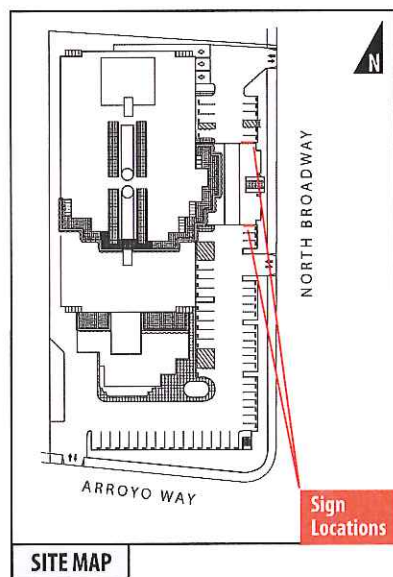
SOUTH FASCIA



NORTH FASCIA



PROPOSED SIGNAGE Scale: 3/16 (.1875)" = 1'



SPECIFICATIONS		
DESCRIPTION	HALO LIT ALUMINUM LETTERS AND LOGOMARK MOUNTED ON WALL. WALL HAS BLACK GRANITE VENEER AS SHOWN. TWO SIGNS - ONE FOR NORTH WALL, ONE FOR SOUTH.	
LETTERS AND LOGOMARK	MATERIAL	ALUMINUM FACES AND RETURNS, CLEAR PLEX BACKS.
	DEPTH	4"
	COLOR(S)	LETTERS PAINTED MATHEWS MATTE WHITE. LOGOMARK PAINTED MATHEWS TOMATO RED MATTE.
	ILLUMINATION	WHITE LED. ALL LETTERS AND LOGOMARK INDIVIDUALLY LIT.
VENEER	MOUNTING	ATTACHED WITH SPACERS AND TOGGLE BOLTS TO WALL.
	MATERIAL	3/4" BLACK GRANITE.
	MOUNTING	TO SIZE METAL FRAME ATTACHED TO WALL. VENEER ATTACHED TO FRAME AND WALL WITH ADHESIVE.
OTHER	METAL MOUNTING FRAME PAINTED BLACK. VERTICAL SIZE OF VENEER AS SHOWN MEASURES TO TOP OF PLANTER BOX- ACTUAL SIZE WILL DEPEND ON HOW MUCH VENEER IS HIDDEN.	

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PROJECT
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LOCATION
The Atrium
1981 North Broadway
Walnut Creek, CA 94596

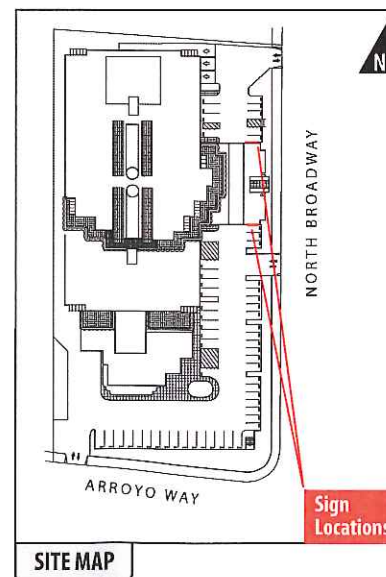
REVISION/DATE
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FILE INFORMATION
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EXISTING SIGNAGE



IDENTITY SIGNAGE



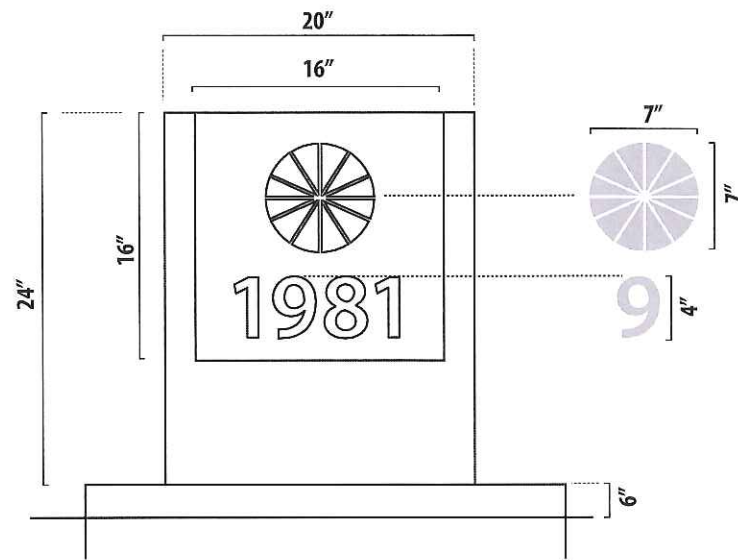
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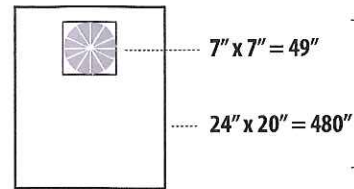
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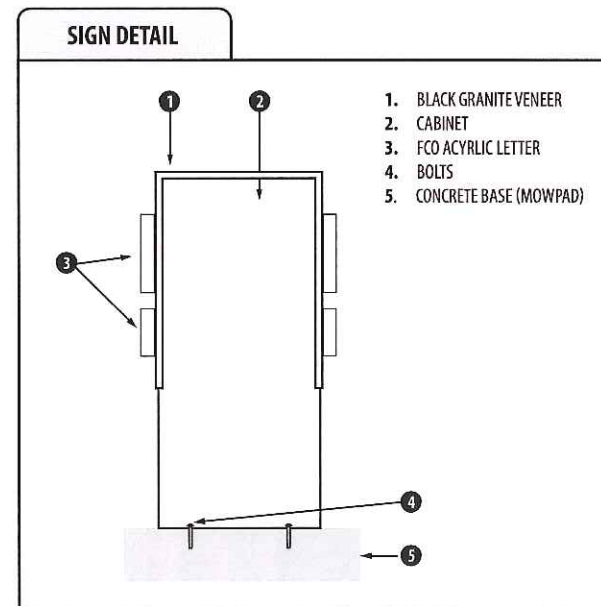
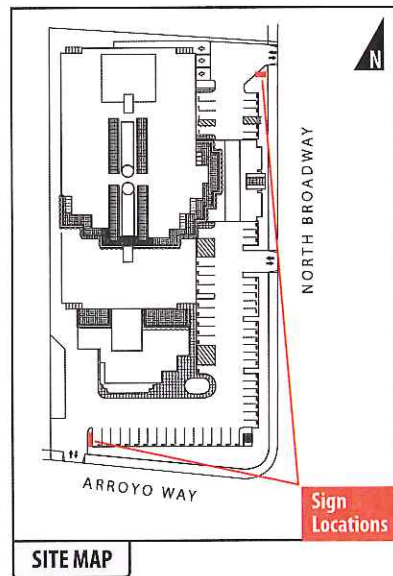
PAD OUTLINES ARE APPROXIMATE.



NOTE: PER ORDINANCE REQUIREMENT COMPANY INFORMATION IS BENEATH THE 25% OF SIGN FACE THRESHOLD - SPECIFICALLY 25% (120"/480").



PROPOSED SIGNAGE Scale: 1" = 1'



SPECIFICATIONS		
DESCRIPTION	NON-ILLUMINATED DOUBLE SIDED CABINET WITH FCO ACRYLIC LETTERS AND LOGOMARK. CABINET HAS BLACK GRANITE VENEER WHERE SHOWN. TWO SIGNS - ONE AT NORTH ENTRANCE, ONE AT SOUTHWEST.	
LETTERS AND LOGOMARK	MATERIAL	FCO ACRYLIC.
	DEPTH	1/2"
	COLOR(S)	LETTERS PAINTED MATHEWS MATTE WHITE. LOGOMARK PAINTED MATHEWS TOMATO RED MATTE.
	ILLUMINATION	NONE.
CABINET	MOUNTING	ADNESIVE.
	MATERIAL	1/4" ALUMINUM. FACED WITH 3/4" BLACK GRANITE VENEER WHERE SHOWN.
	COLOR	PAINTED MATHEWS PEARL GRAY TO MATCH BUILDING COLOR.
	OTHER	ALUMINUM CABINET IS BUILT WITH 5/8 CONCAVE "BED" TO ALLOW GRANITE TO BE EMBEDDED INTO CABINET. GRANITE ALSO SECURED WITH HIGH PERFORMING ADHESIVE.
OTHER	MOUNTING ENTIRE CABINET BOLTED TO CONCRETE MOWPAD.	
OTHER	CONCRETE MOWPAD INSTALLED BENEATH CABINET ON NORTH BROADWAY LOCATION. MOWPAD EXTENDS 12" BEYOND ALL CABINET EDGES. DUE TO STRUCTURE OF AMBIENT LANDSCAPING, ARROYO LOCATION DOESN'T REQUIRE 12" EXTENSION OF CONCRETE BASE. SIZE OF ARROYO BASE TO BE DETERMINED BY IMPACT ON AMBIENT LANDSCAPING.	

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LOCATION
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1981 North Broadway
Walnut Creek, CA 94596

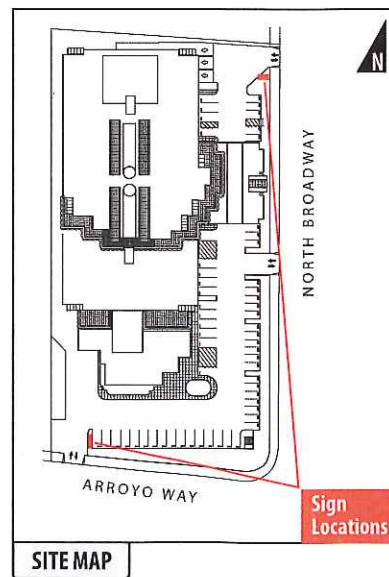
REVISION/DATE
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FILE INFORMATION
Contact: Steve and/or JB Potts
Address: 1981 North Broadway, Walnut Creek, CA 94596
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MR
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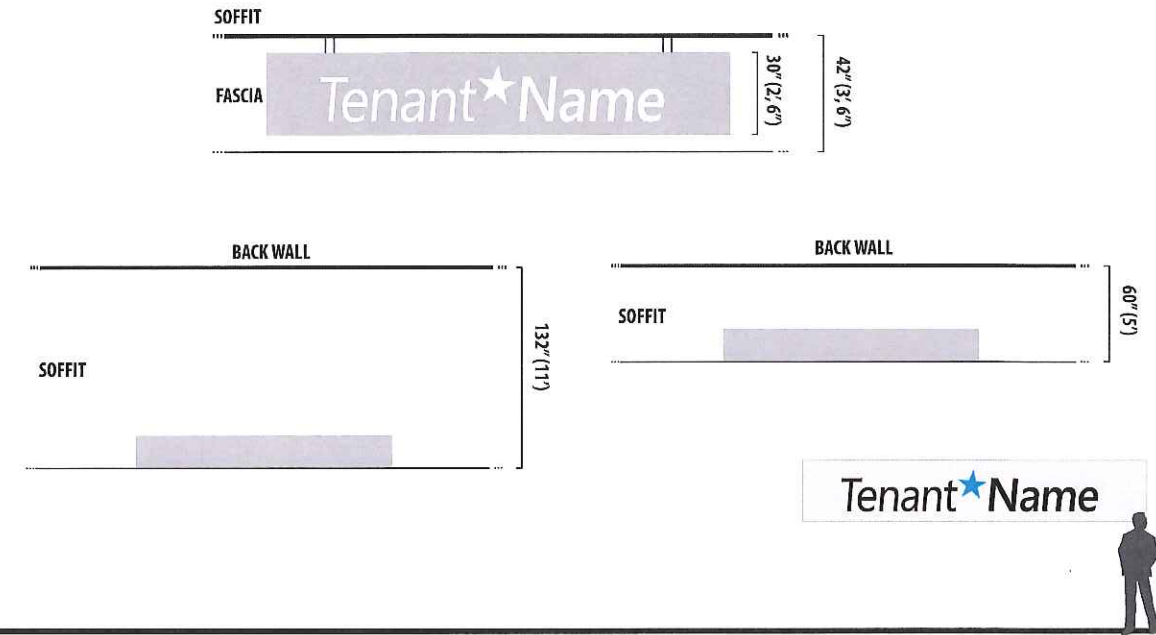
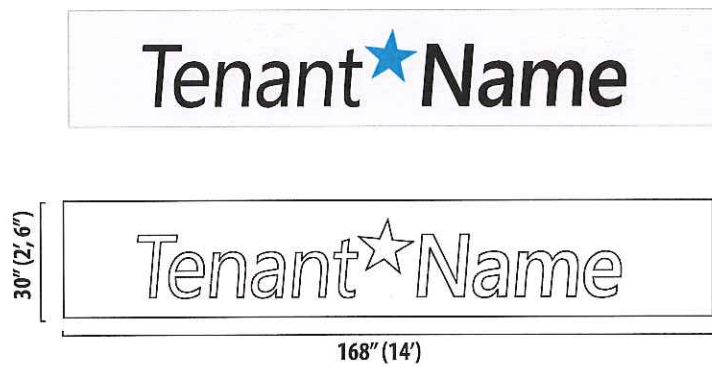
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LOCATION
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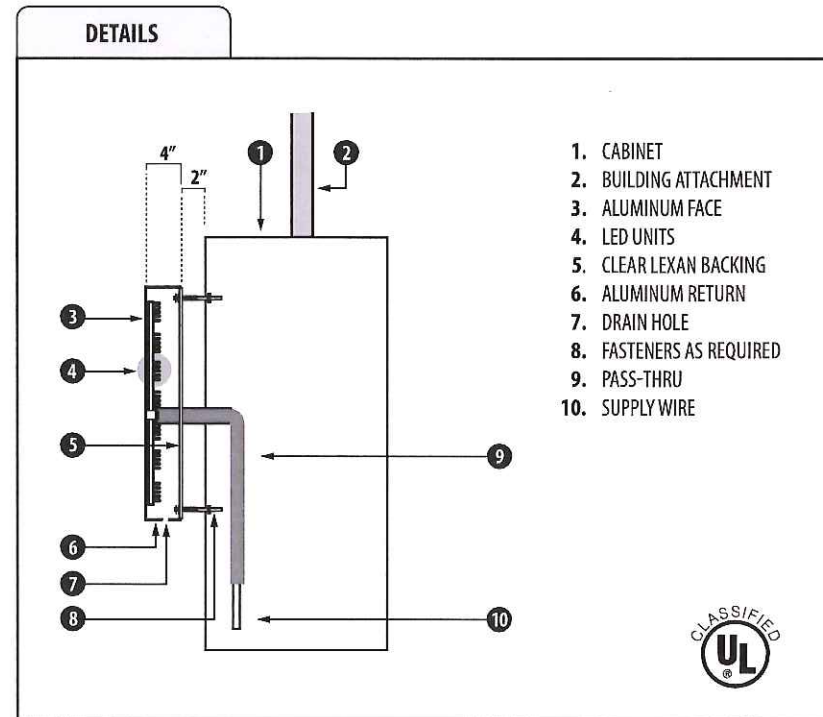
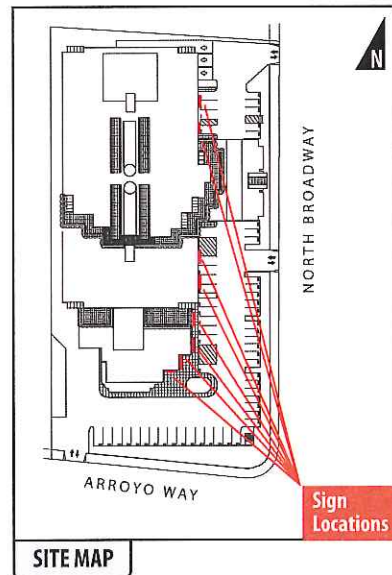
REVISION/DATE
07/13/2015

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Scale: As Shown.

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PROPOSED SIGNAGE Scale: 1/4 (.25)" = 1'



SPECIFICATIONS		
DESCRIPTION	SINGLE SIDED CABINET WITH HALO LIT ALUMINUM LETTERS AND LOGOMARK. CABINET SUSPENDED FROM OVERHANGING SOFFIT. CONSISTENT LETTERING COLOR AND SIZING FOR ALL SIGNS. UP TO EIGHT CT.	
LETTERS AND LOGOMARK	MATERIAL	ALUMINUM FACES AND RETURNS, CLEAR PLEX BACKS.
	DEPTH	4"
	COLOR(S)	UP TO THREE DIFFERENT.
	ILLUMINATION	WHITE LED. ALL LETTERS AND LOGOMARK INDIVIDUALLY LIT.
CABINET	MOUNTING	BOLTED TO CABINET.
	MATERIAL	1/4" ALUMINUM.
	COLOR	PAINTED MATHEWS PEARL GRAY TO MATCH BUILDING COLOR.
	OTHER	CABINET VERTICAL HEIGHT CONSISTENT FOR ALL SIGNS. CABINET HORIZONTAL LENGTH PROPORTIONAL TO LENGTH OF LOGOMARK AND LETTERS FOR ALL SIGNS.
MOUNTING	ENTIRE CABINET ATTACHED TO BUILDING. MOUNTING SHALL BE CENTERED BETWEEN EXISTING RECESSED LIGHTING AND FRONT LIP OF SOFFIT.	

- NOTE:** AS REFERENCED IN "TENANT SIGNAGE PARAMETERS FOR ATRIUM TENANTS":
- CABINET HEIGHT SHALL ALWAYS BE 30".
 - ONLY TWO CABINET WIDTHS ARE TO BE USED: 144" (12') AND 168" (14'). THE WIDTH OF THE SIGNAGE CONTENT WILL DETERMINE WHICH CABINET WILL BE USED.
 - LETTER AND/OR LOGO HEIGHT SHALL NOT EXCEED 20", LETTER AND/OR LOGO HEIGHT SHALL NOT BE SMALLER THAN 15".
 - THE WIDTH OF SIGN CONTENT SHALL NOT EXCEED 150" ON THE 168" CABINET AND 126" ON THE 144" CABINET.
 - THERE ARE NOT TO BE MORE THAN THREE COLORS USED IN ANY COMBINATION OF LETTERING AND/OR LOGO; ALL SIGNAGE ELEMENTS ARE TO BE ON ONE LINE.
 - ALL SIGNAGE ELEMENTS ARE TO BE HORIZONTALLY AND VERTICALLY CENTERED ON THE CABINET.

FOR MORE DETAILED INFORMATION PLEASE REFER TO THE DOCUMENT REFERENCED ABOVE. COPIES ARE AVAILABLE AT THE ATRIUM OFFICES.

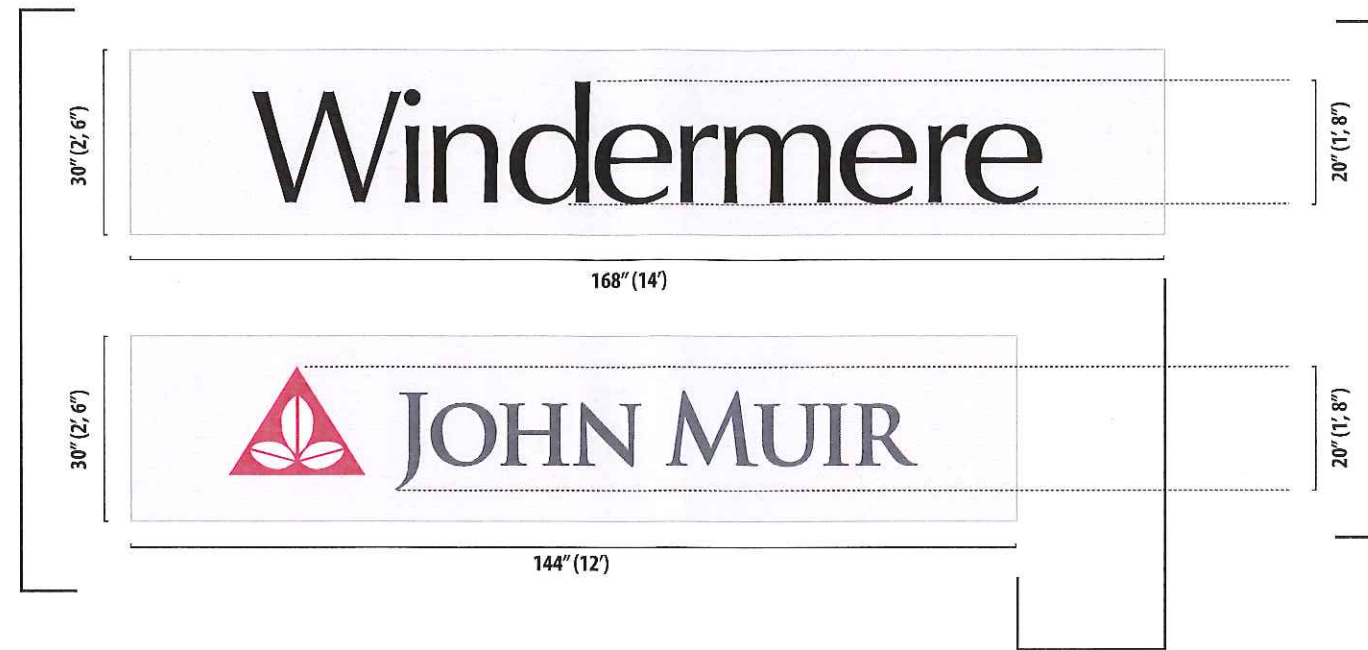
TENANT SIGNAGE

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ml
10

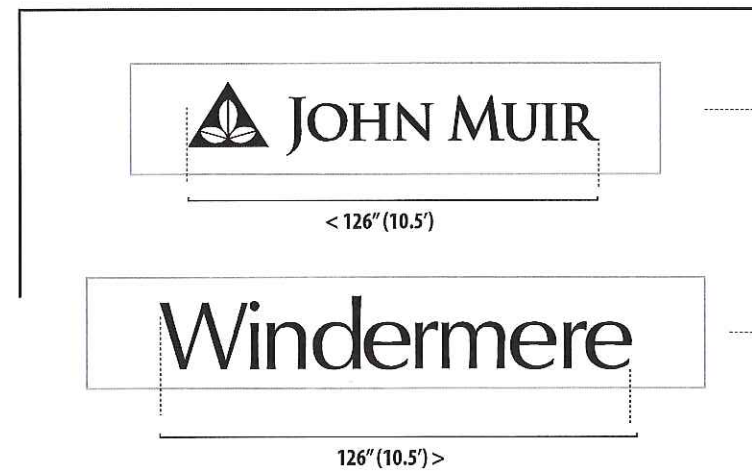
CABINET HEIGHT ALWAYS 30".



LOGOTYPE, LOGOMARK, OR ANY COMBINATION OF BOTH SHALL NOT EXCEED 20" IN HEIGHT AND SHALL NOT BE SMALLER THAN 15". ALL ELEMENTS SHALL BE ON ONE LINE. NO MORE THAN THREE SEPARATE SOLID COLORS SHALL BE USED ON ANY SIGN.

ONLY TWO CABINET LENGTHS CAN BE USED - 12' AND 14'.

LENGTH OF ALL COMBINED SIGN CONTENT ELEMENTS DETERMINES WHICH CABINET LENGTH WILL BE USED.



IF THE COMBINED SIGN CONTENT IS 126" (10.5') OR LESS IN LENGTH, THE 12' CABINET MUST BE USED.

IF THE SIGN CONTENT EXCEEDS 126" (10.5') THE 14' CABINET MUST BE USED. (CONTENT SHALL NOT EXCEED 12.5" IN WIDTH ON THE 14' CABINET.)

NOTE: ALL OF THE INFORMATION IN THE PAGES TITLED "TENANT SIGNAGE" IS REFERENCED IN THE DOCUMENT "TENANT SIGNAGE PARAMETERS FOR ATRIUM TENANTS," WHICH SHOULD BE ATTACHED TO THIS DOCUMENT. IF YOU NEED ADDITIONAL COPIES OF THE "TENANT SIGNAGE PARAMETERS FOR ATRIUM TENANTS," PLEASE CONTACT THE ATRIUM OFFICE.



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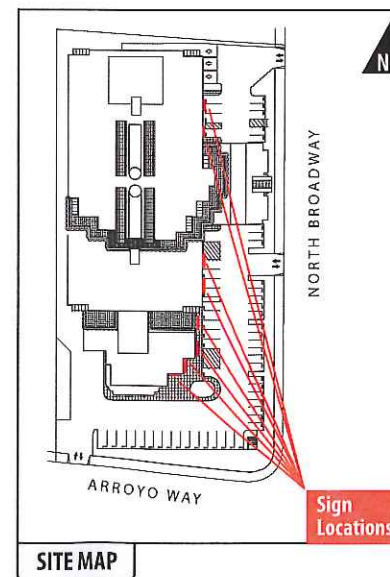
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TENANT SIGNAGE

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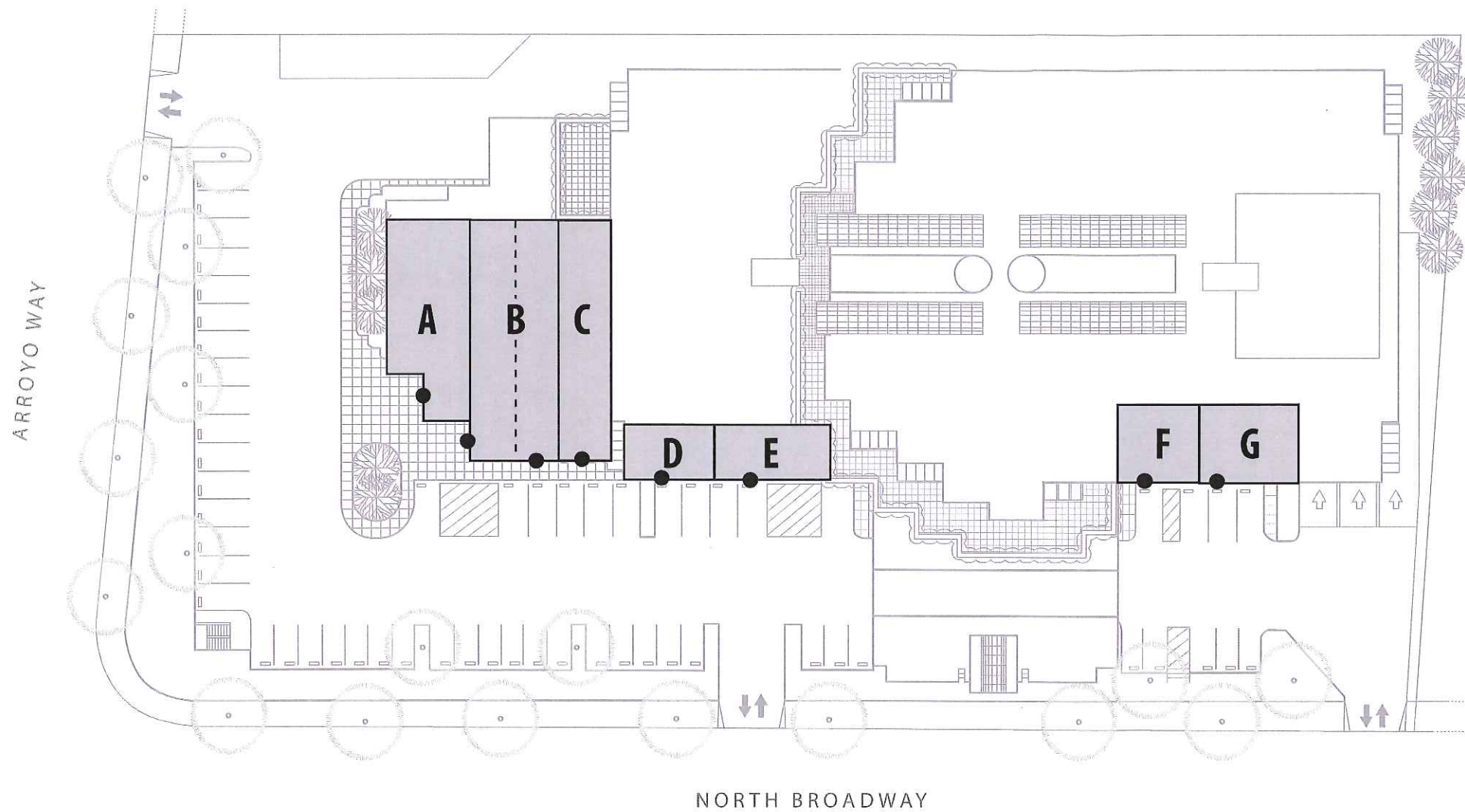
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● = ENTRANCE

SPACE	SQUARE FOOTAGE
A	4053
B	5824
C	2841
D	1778
E	1917
F	2247
G	2452

NOTE: SPACE B IS TO BE BIFURCATED AS SHOWN.
BOTH ENTRANCES ARE INDICATED.



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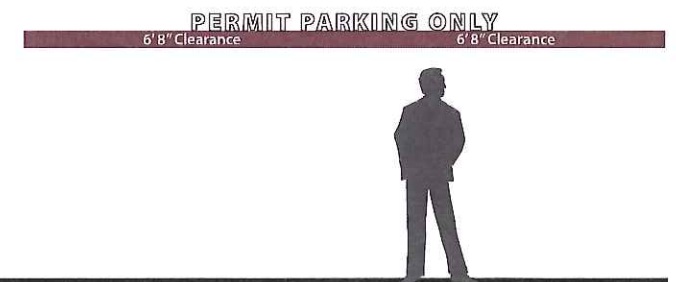
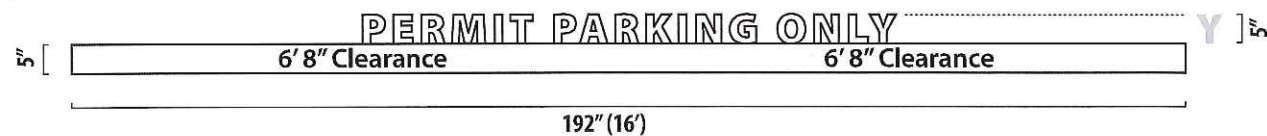
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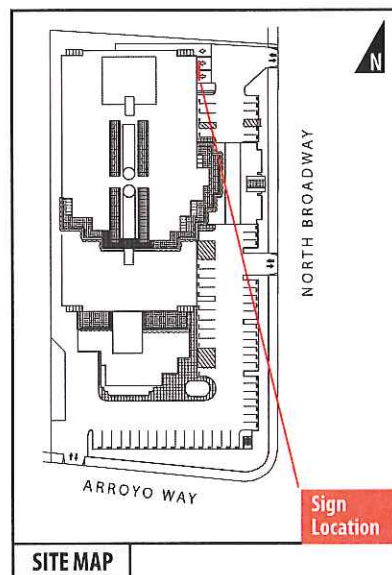
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TENANT SIGNAGE

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13

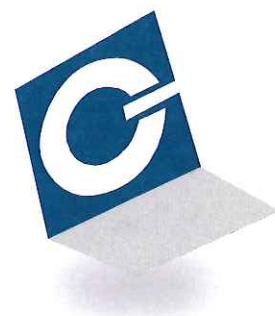


PROPOSED SIGNAGE Scale: 3/8 (.375)" = 1'



SPECIFICATIONS		
DESCRIPTION	SUSPENDED PAINTED PLEX TUBE WITH FLAT CUT OUT LETTERS MOUNTED ON TOP AND VINYL LETTERING ON FACE.	
LETTERS	MATERIAL	1/2" PLEX.
	COLOR(S)	WHITE.
	MOUNTING	HIGH PERFORMANCE ADHESIVE.
TUBE	MATERIAL	1/2 PLEX.
	COLOR	PAINTED MATHEWS RUST BROWN TO MATCH BUILDING REVEAL.
	OTHER	OPAQUE WHITE VINYL LETTERING AS SHOWN.
	MOUNTING	TBD.

PARKING GARAGE SIGNAGE



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Master Sign Program

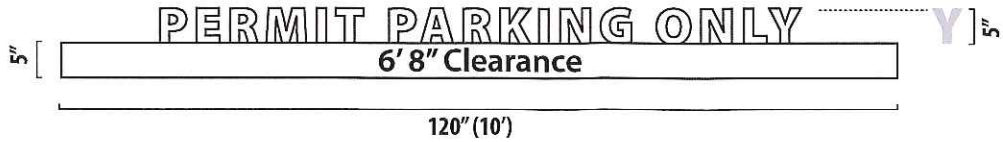
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REVISION/DATE
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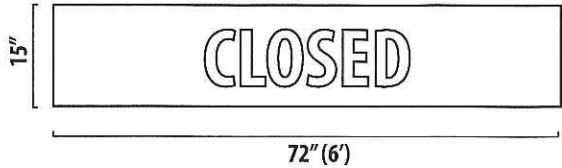
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14

PERMIT PARKING ONLY
6' 8" Clearance



CLOSED

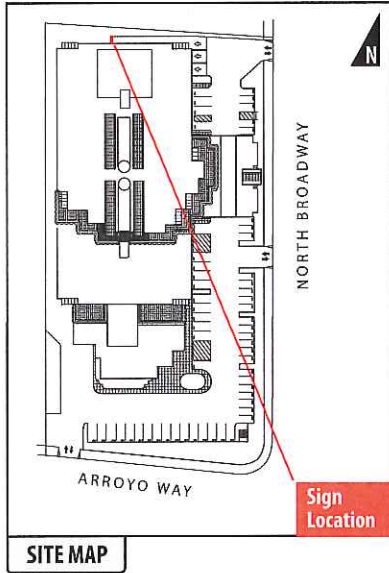


PERMIT PARKING ONLY
6' 8" Clearance

CLOSED



PROPOSED SIGNAGE Scale: 3/8 (.375)" = 1'



SPECIFICATIONS		
DESCRIPTION	TWO SIGNS. 1) FCO ACRYLIC LETTERS MOUNTED ON PAINTED ACRYLIC SHEET WITH VINYL LETTERS ON SHEET; 2) PAINTED ACRYLIC SHEET WITH VINYL LETTERS.	
LETTERS	MATERIAL	1/2" PLEX.
	COLOR(S)	WHITE
SHEET 1	MATERIAL	1/2" PLEX.
	COLOR	PAINTED MATHEWS RUST BROWN TO MATCH BUILDING REVEAL.
	OTHER	WHITE VINYL LETTERING ON FACE.
SHEET 2	MATERIAL	1/2" PLEX.
	COLOR	BLACK.
	OTHER	WHITE VINYL LETTERING ON FACE.

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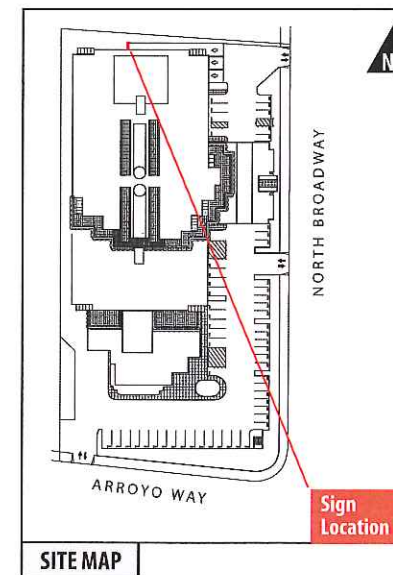
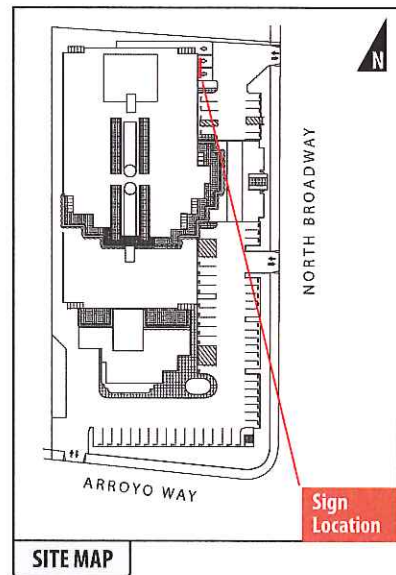
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SIGN	SQUARE FOOTAGE
CORNER MONUMENT*	25
DIRECTIONAL E*	3.3 (NOT COUNTED TOWARDS TOTAL)
DIRECTIONAL S*	3.3 (NOT COUNTED TOWARDS TOTAL)
WALL SIGN N	29
WALL SIGN S	29
WAYFINDING MONUMENT*	18
TENANT SIGNAGE	35 (X8)
PARKING SIGNS	31
<hr/>	
TOTAL 418.6	

* FREESTANDING SIGN

PROPERTY ELEMENTS	SQUARE FOOTAGE
FRONTAGE	360EW + 180NS = 540
BUILDING FOOTPRINT	310EW X 160NS

COMPUTATION



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