

SIGN PROGRAM INFORMATION SHEET

Name: California Place
Location: 1231-1235 S. California
S.R. No.: ~~87-11~~
Reso. No.:
General Plan:
Zoning:

~~87-11~~ *86-83, 87-14*

Conditions of Approval

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

*SEE DAVE
WHAT CHANGES
FOR THIS
TO SIGN
PROGRAM
CUBE*

WALNUT CREEK DESIGN REVIEW COMMISSION
STAFF REPORT

ITEM NO. 5

NOVEMBER 19, 1986

SUBJECT: SIGN REVIEW APPLICATION NO. 86-83 - CALIFORNIA PLACE. A request for approval of a sign program for the retail shopping mall at 1231-1275 So. California Blvd. on the west side of So. California Blvd. between Botelho Drive and Olympic Boulevard. (P-D-C, Core Area Planned Development District.)

BACKGROUND:

This 20,000 square foot one-story retail complex was approved by the Design Review Commission on May 21, 1986. Condition No. 12 of Resolution 1340 requires that a sign program be developed and brought before the Design Review Commission for approval. The project is nearing completion and the applicants are now requesting approval for a master sign program.

FINDINGS:

Tenant Signs - For individual tenant signs, the applicants are presenting the same basic pattern throughout the complex. They are to be individual non-illuminated white 8-inch letters below the projecting fascia over each individual store entrance. The southern corner tenant will have one additional sign over the available fascia. An exterior surface wall in the center of the complex is proposed to be used for additional advertising space for the three tenants at the southern end of the complex.

The three larger tenants located on the northern end of the plaza, in addition to the small fascia signs, are proposing additional advertising on the available parapet between the canopys. These signs' letters will vary in size from 24 inches to 30 inches to 36 inches. The proposed sign for the Warehouse Records will incorporate a neon lightning bolt through the letters. No colors have been presented at this stage.

Master Signs - The applicants are proposing one master sign to be located on the northern most exterior wall facing So. California. This sign will be internally illuminated and will read "California Place" in cursive-style writing. The applicant has agreed with staff's recommendation and proposes a green acrylic face to match the building's trim and awnings, along with a gold acrylic cap with black returns.

ANALYSIS:

Staff has determined that the individual signs on each canopy above the entryways are appropriate for all tenants, provided only one sign be on the fascia below the canopys. Staff also feels the three larger tenants on the northern end of the complex be allowed the larger wall-mounted signs on the parapet between the canopys, provided these signs are reduced to 24-inch letters.

Staff would like to see the two wall signs advertising tenants on the south end of the complex eliminated.

We feel for the amount of space these tenants occupy, the signs above the entrance are sufficient. The corner tenant on the southern end of the building can, however, be allowed one additional sign on the fascia above the southernmost window facing So. California Blvd. This sign shall be the same size and color as all the others above the entry which are white 8-inch letters. A master sign should be provided on the southernmost wall facing east toward California Blvd. The two master signs to be in accordance with Section 10-2.3406 of the Municipal Code should not exceed 32 square feet per sign face. This is seven percent of the total sign surface permitted in the shopping area. Section 10-2.1918(a)(6) of the Municipal Code does not allow signs with exposed neon which makes the Warehouse Records sign non-conforming. The applicants can ask the Commission for an exception to this requirement.

The Design Review Commission may consider allowing the applicant to keep the neon sign provided it is not exposed. One possibility is to place the sign behind a clear plexiglass cover that would protect the neon.

STAFF RECOMMENDATION:

Staff recommends that the Design Review Commission approve the sign program as amended and adopt the attached resolution.

ATTACHMENTS:

1. Proposed resolution.
2. Vicinity map.
3. Plans (Commission only).

DRC ACTION REQUIRED:

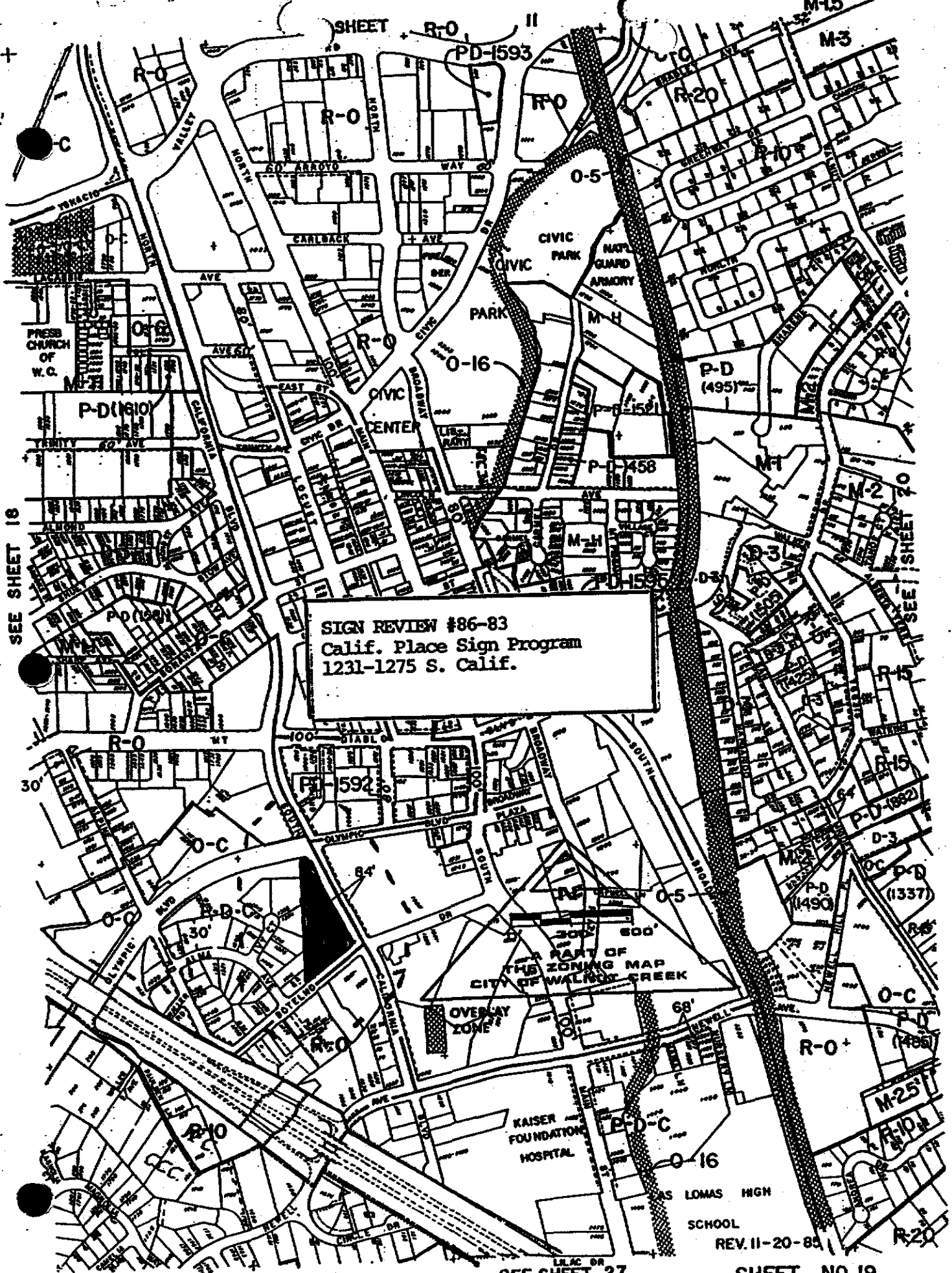
Move to adopt the attached resolution approving Sign Review No. 86-83, subject to conditions;

OR

Move to continue this item for further review and consideration.

Prepared by Delvin Washington/mes
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FDW
ck



SIGN REVIEW #86-83
Calif. Place Sign Program
1231-1275 S. Calif.

PART OF
THE ZONING MAP
CITY OF WALNUT CREEK

SEE SHEET 18

SEE SHEET 20

REV. 11-20-85

WALNUT CREEK DESIGN REVIEW COMMISSION
RESOLUTION NO. 1391
SIGN REVIEW APPLICATION NO. 86-83
CALIFORNIA PLACE

Section 1. Findings.

1. On November 19, 1986, the Walnut Creek Design Review Commission held a hearing to consider a request to approve a sign program for the California Place shopping center at 1231-1275 So. California, in the P-D-C, Planned-Development Core Area.
2. The remodel of the 20,000 square foot commercial complex was approved by the Design Review Commission on May 21, 1986.
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. 12 of Resolution No. 1340 approving said building remodel requires a sign program be reviewed and approved by the Design Review Commission.
5. The proposed wall-mounted signs conform to the size and placement regulations of the Zoning Ordinance as conditioned by this resolution.
6. Based on the evidence presented at the meeting the Design Review Commission hereby resolves that:
 - a. This Commission makes the findings as outlined under Section 10-4.301, Chapter 4 (Design Review), Title 10 of the Walnut Creek Municipal Code for the reasons stated in numbers 4 through 5 above.

Section 2. Decision. Based on the findings as set forth above, this Commission hereby grants approval of Sign Review Application No. 86-83 as shown on the plans labeled "Exhibit A of Sign Review No. 86-83" subject to the following conditions:

1. The letter styles and logos for individual tenant signs shall be approved by staff.
2. Additional window signing may be permitted on individual businesses as per Zoning Ordinance.
3. All final sign colors shall be approved by staff.

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

5. Either the neon on the Warehouse Records sign will be eliminated or covered with clear plexiglass.

6. Only major tenants may have signs on the parapet wall.

7. All signs on the parapet wall shall have a maximum height of 24-inch letters.

8. Canopy signs will have a maximum height of 8-inch letters and shall only face eastward toward South California Blvd.

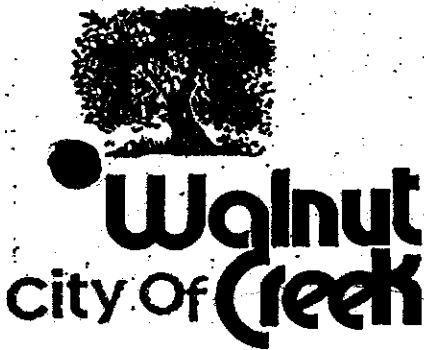
Section 3. Effective Date. This resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED ON November 19, 1986, by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Zinov, seconded by Commissioner Martin.

Ayes: Zinov, Martin
Noes: Rambo
Absent: Camp

Charlotte Flynn
CHARLOTTE FLYNN, SECRETARY
Walnut Creek Design Review Commission

DW:mes
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Nov. 24, 1986

J & L Signs

P.O. Box 5099

Santa Rosa, Ca 95402

Dear Mr. Riley:

The Walnut Creek Design Review Commission took the following action on your item on Nov 19, 1986

Design Review No. 86-83

Approved

Approved with Conditions

Denied (without prejudice)

Denied

Held over to _____

If the Design Review Commission took final action on your application, Resolution No. 1291 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

CHARLOTTE FLYNN
Senior Planner

CF/mr
enclosure
cc:

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J & L SIGNS

Graphics/Visual Communication

P.O. Box 5099 Santa Rosa, CA 95402

707/525-8521

SIGN PROGRAM

FOR

CALIFORNIA PLACE

California Blvd. at Olympic Blvd. & Botelho Dr.
Walnut Creek, Ca

Owner: COLPAC
P.O. Box 3789
Santa Rosa, CA 95402
William Schlangen

10/16/86

SR 86-83
RECEIVED
OCT 16 1986

PLANNING DIVISION
CITY OF WALNUT CREEK

EXHIBIT D
CALIFORNIA PLACE
(Sign Criteria)

INTENT

The following criteria is proposed to ensure both uniformity and compatibility for all signage and graphics at the retail center called "CALIFORNIA PLACE"

Placement of all signage/graphics is intended to compliment and essentially "work" to enhance all the design and basic architectural elements of the building.

Basic colors have been dictated for uniformity, however, some color variation is permitted as well as various typefaces from tenant to tenant. (Subject to City and Landlord approvals.)

All City of Walnut Creek Design and Building Department requirements take preference over the following criteria and is intended to "work" within its basic guidences.

Strict adherence to this criteria is expected. Any nonconforming sign will be brought up to "approved" requirments or removed at tenant's expense.

GENERAL REQUIREMENTS

1. ~~Sign face color and shape of signs shall be approved by landlord~~ *See resolution*
2. Each tenant shall submit or cause to be submitted to landlord for approval, before fabrication, at least three (3) copies of detail drawings including all lettering and/or graphics.
3. All permits for signs and their installations shall be obtained by Tenant or his representative at Tenant's expense.
4. Tenant shall be responsible for the fulfillment of all requirements and specifications.

SIGN TYPE SI (Drawing # 6)

Description: Internally illuminated pan channel letters. Surface mounted to designated areas. See Drawings # 1 - 5.

Quantity: One set per tenant. (Second set may be approved by Landlord for corner tenants.)

Letter Depth: 5" with 3/4" acrylic

Color: Face - varies (subject to Landlord approval)

Return and acrylic - Black

Copy: Tenant name and logo

Typeface: Varies (subject to Landlord approval)

Illumination: Internal neon with exposed neon (subject to Landlord approval)

Signs shall be permitted only within the area as shown. "Max. Sign Limit" is defined as the rectangular area around four sides of sign. No sign, or any portion thereof, may project above the parapet, top wall or fascia on which it is mounted.

Total sign area (see chart). Local ordinances shall govern allowed sign area if inconsistent with the above requirements.

No signs of any sort shall be permitted on the building roof.

Signs shall be comprised of individual letters and/or logo units (characters).

Each letter (character) shall be plastic-faced and internally illuminated with metal sides, painted black with black acrylic in color and shall have a projection of 5 inches from the fascia.

MAIN CENTER IDENTIFICATION SIGN

Description: Internally illuminated pan channel letters. See Drawing #5 & 6.

Quantity: One

Letter Depth: 5" with 3/4" acrylic

Color: To be determined

Copy: California Place

Typeface: To be determined

Illuminated: Internal neon tubing

Electrical: UL

SIGN TYPE SII (Drawing #7)

Description: Flat cut-out acrylic letters

Quantity: One set per tenant. Corner tenants one additional set.

Letter Depth: 1/2"

Height: 8"

Length: Max. A-C. 12'-0"± (inside edge of respective columns)
Wherehouse D-E. 13'-0"± (inside edge of respective columns)

Color: White

Copy: Tenant name and logo

Typeface: Varies

Illumination: None

Location: Surface mounted to designated canopy area(s)

MISCELLANEOUS REQUIREMENT

Tenant will be permitted to place upon each entrance of the premises not more than 15% of total glass area pressure sensitive vinyl letter characters or decal application lettering, not to exceed six inches (6") in height, indicating store name, address, hours of business, emergency telephone number, etc.

If Tenant has a non-customer door for receiving merchandising Tenant, may have uniformly applied on said door, in the location specified by Landlord, in two inches (2") high block letters, Tenant's name and address. In the case that more than one tenant uses the same door, each tenant's name and address shall be applied. Color of letters will be selected by Landlord.

Exposed neon would be permitted on the interior of a tenant space. Overall size should not exceed 15% of overall glass area. Color, copy, size and graphics subject to Landlord approval.

GENERAL SPECIFICATIONS

1. Painted lettering will not be permitted.
2. Flashing, moving or audible signs will not be permitted.
3. All electrical signs shall bear the UL label, and their installation must comply with all local building and electrical codes.
4. No exposed conduit, tubing or raceways will be permitted except as approved by Landlord prior to installation.
5. All conductors, transformers and other equipment shall be concealed.
- 6., Electrical service to all signs shall be on Tenant's meters and shall be part of Tenant's construction and operation costs.
7. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
8. Tenant's sign contractor shall repair any damage caused by his work. Damage to structure that is not repaired by Tenant's sign contractor shall be Tenant's responsibility to correct at Tenant's sole cost.
9. Tenant shall be fully responsible for the operations of Tenant's sign contractor.
- 10 Tenant is responsible for removal of all signage within 30 days of lease termination and all subsequent building damage.

ALLOWABLE SIGN AREA CHART
(Sign Type II)

<u>TENANT</u>	<u>MAX. LETTER HT.</u>	<u>MAX. SIGN LENGTH</u>	<u>MAX. SIGN AREA</u> <u>MAX. SQ. FT.</u>	<u>LOCATION</u>
A	15"	20'-0"±	59.0	S.E.
B	24"	18'-0"±	31.3	S.E.
C	24"	18'-0"±	35.0	S.E.
Wherehouse	36"	47'-0"± *	136.5	S.E.
D	30"	46'-0"± *	93.2	N.E.
E	30"	21'-0"± *	87.3	N.E.
Main I.D. Sign	30"	18'-0"±	90.0	N.E.

See Reso.

* 4'-0" minimum set back from canopies for respective signs

WALNUT CREEK DESIGN REVIEW COMMISSION
RESOLUTION NO. 1427
SIGN REVIEW APPLICATION NO. 87-14
CALIFORNIA PLACE

Section 1. Findings.

1. On May 6, 1987, the Walnut Creek Design Review Commission held a hearing to consider a request to approve a sign program for the California Place shopping center at 1231-1275 So. California, in the P-D-C, Planned-Development Core Area.
2. The remodel of the 20,000 square foot commercial complex was approved by the Design Review Commission on May 21, 1986.
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. The proposed wall-mounted signs conform to the size and placement regulations of the Zoning Ordinance as conditioned by this resolution.
5. Based on the evidence presented at the meeting the Design Review Commission hereby resolves that:
 - a. This Commission certifies that the Negative Declaration has been prepared in compliance with CEQA, State and City Guidelines and that it has reviewed and considered the information contained therein.

Section 2. Decision. Based on the findings as set forth above, this Commission hereby grants approval of Sign Review Application No. 87-14 as shown on the plans labeled "Exhibit A of Sign Review No. 87-14" and the material palette labeled "Exhibit B of Sign Review Application No. 87-14" subject to the following conditions:

1. The letter styles and logos for individual tenant signs shall be approved by staff.
2. Additional window signing may be permitted on individual businesses as per Zoning Ordinance.
3. All final sign colors shall be approved by staff.
4. Total sign area for each business shall conform to the regulations of the Zoning Ordinance.
5. Either the neon on the Warehouse Records sign will be eliminated or covered with clear plexiglass.

6. Only major tenants may have signs on the parapet wall.
7. The signs on the parapet wall shall be 24 inches.

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

PASSED AND ADOPTED ON May 6, 1987, by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Martin, seconded by Commissioner Camp.

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


CHARLOTTE FLYNN, Secretary
Walnut Creek Design Review Commission

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