

**WALNUT CREEK DESIGN REVIEW COMMISSION
RESOLUTION NO. 2807
DESIGN REVIEW APPLICATION NO. Y11-080
"THE PLAZA" OFFICES MASTER TENANT SIGN PROGRAM
1331 & 1333 NORTH CALIFORNIA BOULEVARD
APN 178-150-045**

EFFECTIVE DATE DECEMBER 22, 2011 UNLESS APPEALED PRIOR TO THAT DATE

Section 1. Background.

1. On December 7, 2011 the Walnut Creek Design Review Commission considered an application filed by Michael Gratton, Specialized Graphics, on October 31, 2011, to establish a new Master Tenant Sign Program (MTSP) at The Plaza, an office development at the northwest corner of Mt. Diablo Boulevard and North California Boulevard.
2. The 3.02-acre property contains two buildings totaling over 346,000 square feet and is designated Office (OF) land use by the General Plan and located within the Office-Commercial (O-C) zoning district. Completed in 1988, the buildings surround an elevated public plaza where retail, personal service, and financial service uses are permitted. The development also provides street-level tenant spaces facing the adjacent streets.
3. On November 16, 2011, the Design Review Commission Sign Subcommittee reviewed the proposed Master Tenant Sign Program and provided a positive recommendation to the Design Review Commission (DRC). The new sign program proposed tenant identification with stainless steel fascia panels with applied, one-inch thick dimensional letters and restricts the placement of windows signs to a four square-foot area for each tenant with pedestrian doorways accessed from the plaza or street.
4. In 2006, the Design Review Commission granted approval of a sign program renaming the Prometheus office development to "The Plaza" (Application No. Y06-083). The sign program consists of freestanding and wall signs with copy identifying the development, address numbers, and directional parking information. The tenant signs continued to be governed under the original sign program adopted in 1987 (Sign Review Application No. 87-19, Resolution No. 1423).
5. This project is categorically exempt from the requirements of CEQA under Categorical Exemption 15301, Existing Facilities.

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 the "Built Environment", which seeks to maintain and enhance high quality building design and urban design. The proposed tenant 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 tenant sign program will enhance the building façade and office/retail space to attract and maintain tenants, contributing to the overall vibrancy of the property. The new tenant sign program will improve the visibility and viability of businesses eligible for identification signs and communicate the availability of goods and services. Therefore this project is in the best interest of the public health, safety and general welfare.

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 new tenant sign program will promote visibility for vehicular traffic and pedestrian uses with more pronounced sign copy while maintaining a high level of design quality. The brushed metal background and lettering is consistent with the modern design of the building. The Master Tenant Sign Program is designed and structured to provide a desirable environment for the existing development.

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 project seeks to create a master tenant sign program with a unified theme for The Plaza which was established by the office development identification sign program of 2006. Branding of the complex with a complete and unified theme will establish a coherent design concept at the street and plaza level pedestrian areas.

An existing sign for Morgan-Stanley was approved in 1998 and is attached to a planter wall facing North California Boulevard. The sign will be considered legal non-conforming and conditions of approval require its removal should the business vacate their existing plaza-level space. As it exists, the sign is consistent with the design of the buildings and its environs.

The Commission finds that excluding Scott's Seafood Restaurant is reasonable given that the restaurant exudes and promotes a rustic English garden character, which contrasts with sleek and modern appearance of The Plaza.

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.

The master tenant sign program addresses only building mounted signs. No landscaping is affected and no additional landscaping is proposed.

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; Therefore this finding is not applicable.

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; Therefore this finding is not applicable.

Section 3. Decision.

Based on the findings as set forth above, this Commission hereby grants approval of Sign Review Application No. Y11-080, as shown on the plans labeled "Exhibit A of Design Review Application No. Y11-080 – Master Tenant 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. Y11-080 – Master Tenant Sign Program."
2. An existing sign for Morgan-Stanley was approved in 1998 and is attached to a planter wall facing North California Boulevard. The sign is considered legal non-conforming and its removal is required upon vacation of Morgan-Stanley of their existing plaza-level tenant space.
3. Any damaged or illegible signs shall be repaired in a timely manner.
4. Any significant deviations to the parameters of the Master Tenant Sign Program shall be reviewed by the Design Review Commission for approval.
5. All sign alterations onsite are subject to the standards of the Master Tenant 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.

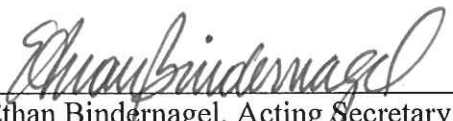
9. The applicant and its heirs, successors, and assigns shall, at its sole cost and expense, indemnify, defend with counsel selected by the City, protect, release, and hold harmless the City and any agency or instrumentality thereof, including any of its officers, employees, commissions, and agents, 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.

Section 4. Effective Date.

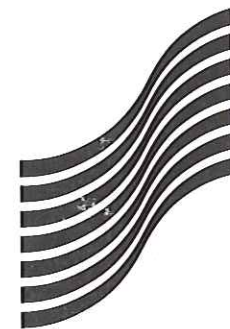
This resolution shall take effect on December 22, 2011 unless appealed prior to that date.

PASSED AND ADOPTED on December 7, 2011 by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Lopez and seconded by Commissioner Crawford.

Ayes: Lopez, Crawford, Fotheringham, McDonald, Volkmann
Noes: None
Absent: None
Abstain: None
Recused: None



Ethan Bindernagel, Acting Secretary
Walnut Creek Design Review Commission



THE PLAZA

AT WALNUT CREEK

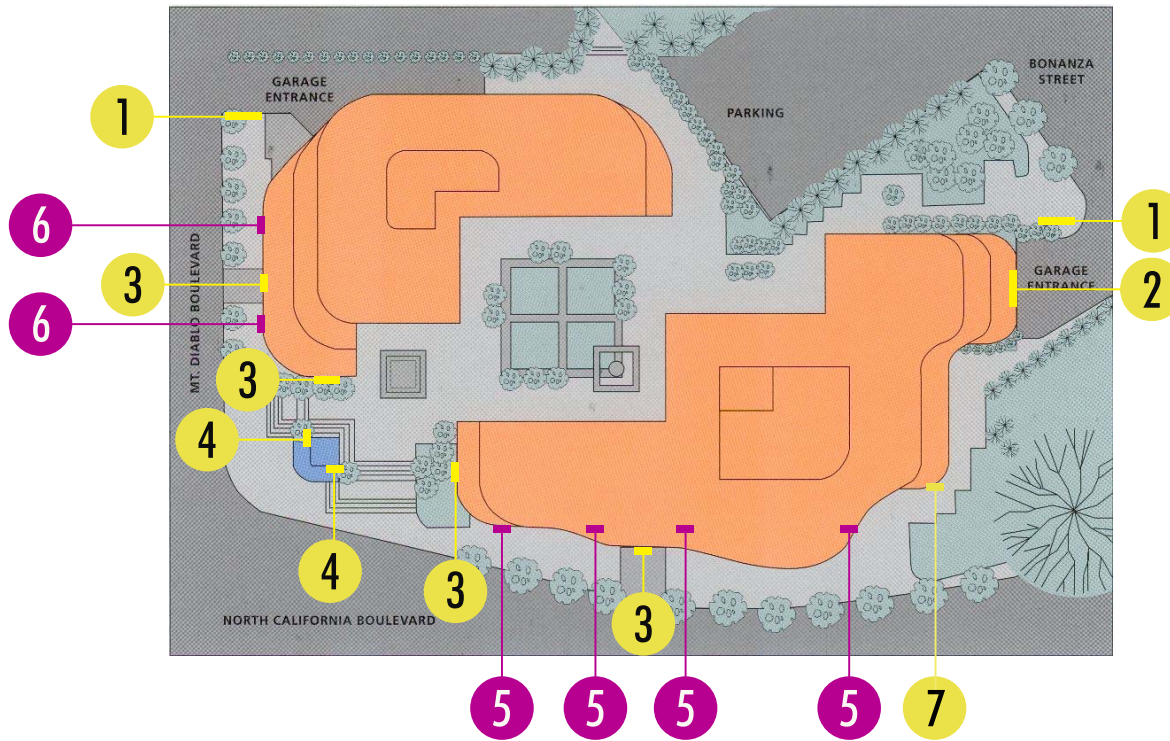
DESIGN REVIEW COMMISSION
CITY OF WALNUT CREEK
D.R. NO. Y11-080

REFER TO P.C.
 STUDY SESSION
 CONDITIONALLY APPROVED
 DENIED

RESOLUTION NO. 2807
EXHIBIT A . DATE 12-7-11

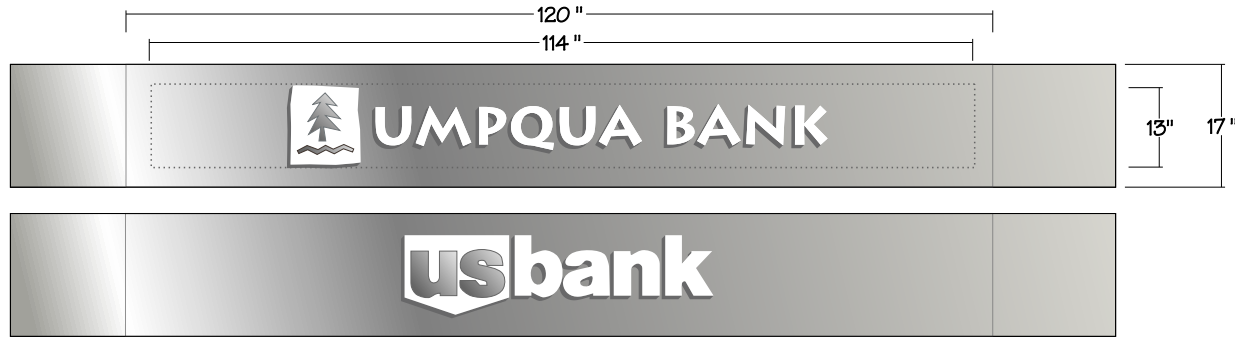
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LOC	DESCRIPTION	LOC	DESCRIPTION	LOC	DESCRIPTION
1	Existing Parking signs	3	Existing Address Numbers	5	SSP-1 Tenant Signage
2	Existing Garage ID	4	Existing Logos on Fountain	6	SSP-2 Tenant Signage
		7	Existing Restaurant Signage		



SIGN TYPE	DESCRIPTION	PANEL SIZE (WXHxD)	COPY SIZE (H)	LOGO (H)	MAX AREA (WXH)	MATERIALS
SSP-1	Tenant Signage	120" x 17" x .063"	13" MAX	13" MAX	114" x 13"	Satin/Brushed Stainless Panels White Dimensional Letters (Face & Returns) Non-Illuminated
SSP-2	Tenant Signage	120" x 22" x .063"	18" MAX	18" MAX	114" x 18"	Satin/Brushed Stainless Panels White Dimensional Letters (Face & Returns) Non-Illuminated

SSP-1
5

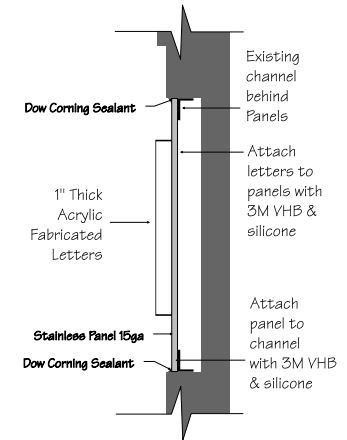


SSP-2
6



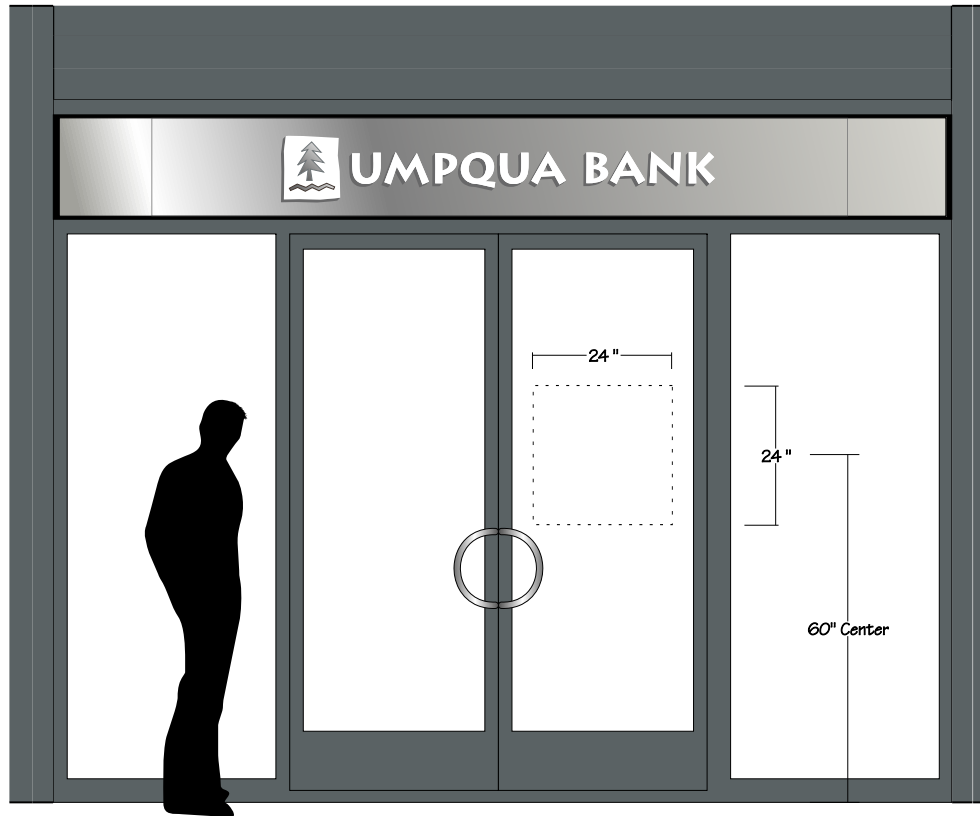
TENANT SIGNAGE NOTES

1. The maximum allowed sign area does not constitute an entitlement to that area. Copy/Logo must fit proportionately/graphically within the panel (centered horizontally and vertically) and be legible from the pedestrian sidewalk. Landlord approval required for tenant signage.
2. There shall be no more than two lines of copy and one logo per panel.
3. All signs shall be parallel to or facing the street. If tenant pattern results in a need to utilize (i) sign panels perpendicular to the street (i.e. corner signs), or (ii) the tenant panel directly facing the courtyard fountain, landlord may grant tenant approval to use such panels.
4. Both ground level and ground level upper plaza tenants (with landlord approval) are eligible for signs.



SIDE VIEW

SIGN TYPE	DESCRIPTION	SIZE (WXHxD)	TEXT SIZE	LOGO'S	MATERIALS	LOCATION	NOTES
DG	Door Graphics	24" x 24" (max)	variable	variable	Etchlook Vinyl	One door only right or left	Company ID and/or hours (no phone numbers or description of services)
WG	Window Graphics	Not Allowed					



1333 N. CALIFORNIA VIEW | NORTH END OF BUILDING



1333 N. CALIFORNIA VIEW | SOUTH END OF BUILDING



1331 | MT. DIABLO VIEW | EAST END OF BUILDING



1331 | MT. DIABLO VIEW | WEST END OF BUILDING



THE PLAZA AT WALNUT CREEK

EXISTING SIGNAGE

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LOC	DESCRIPTION	LOC	DESCRIPTION	LOC	DESCRIPTION	BUILDING SIGNAGE NOTES
1	Existing Parking signs	3	Existing Address Numbers	5	Existing Tenant Signage	Sign criteria for non-tenant specific signs (i.e. 1 2 3 4) shall adhere to the City of Walnut Creek guidelines, including street level Suite 50 (restaurant) awning & entry door sign (7).
2	Existing Garage ID	4	Existing Logos on Fountain	6	Existing Tenant Signage	







REFER TO CONDITION NO. 2 FOR THE REQUIREMENT
PERTAINING TO THIS SIGN.