

SIGN PROGRAM INFORMATION SHEET

Name: Locust Street Center
Location: 1610-1630 Locust Street
S.R. No.: 84-59 / 99-73
Reso. No.:
General Plan:
Zoning:

No. of Tenant Signs:
No. of Master Signs:
**Signs Not Conforming
To Program Criteria:**

Conditions of Approval

(1) Design, Size, Colors, Copy, and Illumination:

***Master Sign(s):**

***Tenant Sign:**

Walnut City of Creek

November 9, 1984

Martin Stillman
Weams Center
1610-30 Locust Street
Walnut Creek, CA 94596

Dear Mr. Stillman:

The Walnut Creek Design Review Commission took the following action on your item on November 7, 1984:

~~Sign~~ Review No. 84-59

Approved

Approved with Conditions XX

Denied (without prejudice)

Denied

Held Over To _____

If the Design Review Commission took final action on your application, Resolution No. 1213 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,

Lester R. Foley
LESTER R. FOLEY
Senior Planner

LRP/ar

enclosure

cc: Nickerson Signs
108 Medburn St.
Concord, CA 94520

WALNUT CREEK DESIGN REVIEW COMMISSION
Resolution No. 1213
Sign Review Application No. 84-59
Locust Street Center

The Walnut Creek Design Review Commission does resolve as follows:

Section 1. Findings.

1. On October 4, 1984 Sign Review Application No. 84-59 was filed by Martin Stillman seeking Design Review Commission approval for an exception to the sign regulations to allow the installation of non-adjacent roof signs and to review the sign program for the shopping center mall located at 1610-30 Locust Street.

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

3. The Design Review Commission adopted Resolution No. 934 on February 18, 1981 approving Sign Review Application No. 80-71 for a freestanding sign identifying Mary Ann's Cleaners on this site.

4. The proposed directory sign will replace the face of the aforementioned freestanding sign.

5. The P-R sign regulations require identification signs to be placed on that portion of the building occupied by that business.

6. This center is a mall with entries to each of the ten shops facing an enclosed pedestrian way.

7. Each of these ground-floor businesses is permitted up to 30 square feet of sign area.

8. With the exception of two business with elevations facing Locust Street, the shops have no exposed frontage to the street.

9. Half of the shops have exposed faces toward a public parking lot.

10. The south elevation of the building has adequate room to allow a small sign for each business in the center.

11. On November 7, 1984 the Commission reviewed the plans for Sign Review Application No. 84-59.

12. Based on the evidence presented at the meeting, the Design Review Commission finds that:

- a. The businesses in this center cannot obtain signing exposure under the signing provisions of this chapter.
- b. The freestanding directory and wall-mounted master sign are in architectural harmony with the center.
- c. The Commission can support the granting of an exception pursuant to Chapter 10-2.1918(j) of the Zoning Ordinance allowing the proposed signs.
- d. The Commission can make findings as outlined under Section 10-4.301, Chapter 4 (Design Review), Title 10 of the Walnut Creek Municipal Code.

Section 2. Approval. Based on the findings as set forth above, this Commission therefore grants approval to Sign Review Application No. 84-59 subject to the following conditions:

1. The master, directory and individual tenant signs shall be constructed substantially as shown on the drawings labeled "Exhibit A" and dated November 7, 1984.
2. With the exception of minor logos, the colors and letter style on the individual tenant signs and interchangeable directory signs shall be identical. The colors shall be approved by the Planning staff.
3. The size of the master and directory signs shall not exceed 24 square feet each.
4. No signs shall be permitted on the Commercial Lane building frontage.
5. All existing exterior signs on the building shall be removed with the exception of the existing canister sign on the Locust Street frontage.
6. Placement of the roof signs shall be as close as practical to that portion of the building occupied by the business. Actual placement and spacing of the signs shall provide a balanced appearance on the building as acceptable to the Planning staff.
7. Each roof sign on the south elevation shall be mounted on two equidistant two-inch spacers or as acceptable to the Planning staff.

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

The foregoing resolution was adopted on November 7, 1984 by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Zinov; seconded by Commissioner Rambo.

Ayes: Zinov, Rambo, Viets, Martin
Noes: None
Absent: Camp

Jerry H. Swanson
JERRY H. SWANSON, Secretary
Walnut Creek Design Review Commission

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WALNUT CREEK DESIGN REVIEW COMMISSION
STAFF REPORT

ITEM NO. 6

NOVEMBER 7, 1984

SUBJECT: SIGN REVIEW APPLICATION NO. 84-59 - LOCUST STREET CENTER. A request for an exception to the sign regulations to allow the installation of non-adjacent roof signs and to review the sign program for the shopping center mall located at 1610-30 Locust Street. (P-R, Pedestrian-Retail).
APPLICANT: Martin Stillman
DESIGNER: Nickerson Signs

BACKGROUND:

This small, one-story commercial building between Locust Street and Commercial Lane is adjacent to a public parking lot. The building has five shops on either side of an enclosed pedestrian mall running between the two streets. The entries to all the shops are from the internal mall.

Only two shops have street frontage on Locust Street; five shops have elevations facing the public parking lot; four shops have no street or parking lot frontage. The P-R sign regulations allow each ground-floor business a minimum of 30 square feet of sign area; however, signs must be placed on that portion of the building occupied by the business.

The zoning ordinance (Sec. 10-2.1918(j)) provides for the DRC to allow signs for such mall situations where signing placement is restricted for individual shops.

The DRC did approve a small freestanding sign for one of the interior shops (Mary Ann's Cleaners) in 1980. It is proposed to replace this sign board with a directory for each of the ten shops.

SIGNS:

A non-illuminated, individual wood letter master sign reading "LOCUST STREET CENTER" will replace the existing "Weams Building" sign on the wood parapet over the center entry facing Locust Street. The size of this sign cannot exceed the maximum 24 square feet permitted this center.

A sandblasted directory identifying the center will replace the "Mary Ann" signboard. This freestanding sign is located in a planter abutting Locust Street between the building and parking lot. Ten interchangeable sandblasted plaques will identify each shop.

Each of the ten businesses will have a 14-inch high by 8-foot long (9 square feet) canister sign mounted on the arcade roof facing the public parking lot to the south. This will allow about four feet between signs on the 122-foot long arcade. Colors of the sheet metal cabinet, plastic faces and individual copy will match.

Five of these sign identify shops on the other side of the mall and, technically, require the exception.

STAFF RECOMMENDATION:

Staff recommends approval subject to the conditions of the attached resolution. This is just the type of situation the exception clause was provided for. All existing signs, including the "McClog's" awning, non-conforming "Western Union" roof sign, and the painted wall signs should be removed. The canister sign facing Locust Street is consistent with this program and should remain.

ATTACHMENTS:

1. Proposed resolution
2. Plans (DRC only)
3. Aerial photo
4. Section 10-2.1918(j)

DRC ACTION REQUIRED:

Move to adopt the attached resolution approving Sign Review Application No. 84-59; OR

Move to deny Sign Review Application No. 84-59 and direct staff to prepare a resolution accordingly.

Prepared by Randy Jerome/mr
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RJA

