

**WALNUT CREEK DESIGN REVIEW COMMISSION
RESOLUTION NO. 2847
DESIGN REVIEW APPLICATION NO. Y13-016
CIVIC PLAZA MASTER SIGN PROGRAM AMENDMENT
1655 NORTH MAIN STREET**

Effective May 10, 2013, Unless Appealed Prior to that Date

Section 1. Background.

1. On April 3, 2013, the Design Review Commission held a public hearing on Design Review Application No. Y13-016, submitted in February 26, 2013, by Michael Gratton, Specialized Graphics Inc, and owners, The Briner Property Group and the Ottex Corporation, requesting to amend the existing sign program for the retail and office property located at 1655 North Main Street (APN 178-220-028).
2. The applicant proposes a new sign program consisting of new blade signs for each ground floor tenant, raising the existing awnings approximately 18-inches, installing new awning fabric and color, and similar valance sign copy. The existing US Bank signs would be replaced with new internally illuminated, channel letters and logo buttons. A new directional sign facing Commercial Lane is also proposed.
3. In accordance with Sign Ordinance Section 10-8.109 (Master Sign Programs), all developments containing six or more tenants require adoption of a sign program or amendment thereof when proposing revised sign elements. The purpose of a master sign program is to provide the requirements for location, size, graphic style and composition, lighting, and materials.
4. The project site is designated Pedestrian Retail (PR) according to the General Plan Land Use Map and zoned Pedestrian-Retail (P-R). The purpose of the P-R zoning district is to provide a concentration of retail activity within the City's designated Core Area. While shops in this district may be on multiple levels, the first floor will be primarily retail, with retail, office, residential and other non-retail uses permitted on upper levels. Uses are advocated which foster retail development, enhance the district as a pedestrian oriented shopping area, and encourage a pedestrian linkage between Main and Locust Streets and Broadway Plaza.
5. On September 3, 2003, the Design Review Commission adopted Resolution No. 2403 granting approval of Design Review Application No. Y03-070 and allowing the permanent mounting of one, 10.5 square-foot (36 inches by 42 inches) leasing information sign on the inside left face of the corner façade. The applicant and owner request the permitted sign and inclusion in the new master sign program.
6. This project is categorically exempt from CEQA requirements under the State Public Resources Code Section 15301 - Existing Facilities, Class 1(e).

Section 2. Findings.

The project is subject to Design Review findings contained in Section 10-2.4.1206 of the Zoning Ordinance of the City of Walnut Creek. Required findings, below, are shown in regular type and the reason(s) the project is consistent is shown in bold type.

1. The proposed project is consistent with the General Plan and any applicable Specific Plan in this Chapter.

This project site is designated Pedestrian Retail (PR) according to the General Plan Land Use Map and the project site is zoned Pedestrian-Retail (P-R). The use of the property with ground-floor retail and offices on the second floor and above is consistent with the P-R zoning district. The proposed awning, blade, wall-mounted business identification signs are consistent with the pedestrian-oriented environment.

The property is not subject to any Specific Plan.

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

Approval of the plan will provide pedestrians with clear identification of the ground floor business tenants. The public health, safety, and general welfare will be enhanced with intuitive wayfinding. As conditioned, no adverse impacts are anticipated in terms of the pedestrian environment.

3. 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.

General site conditions will remain unchanged. The project does not alter the site layout or orientation of physical site elements. The site was designed with pedestrian-orientation as a principle consideration and is a desirable environment.

4. 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.

As conditioned, the master sign program is compatible with the pedestrian-oriented setting in terms of adequate business identification, illumination, and general visibility. Repositioning the awning frames to increase clearance from the ground will also provide additional light and air to the adjoining tenants.

5. 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 proposed project will not alter any landscaping. The property is lined with street trees and existing landscaping that is well maintained.

6. 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 this project.

7. 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.

No fine art is required by this project.

Section 3. Decision.

Based on the findings as set forth above, staff grants approval of Design Review Application No. Y13-016 as shown on the plans labeled “Exhibit A of Design Review Y13-016: Civic Plaza Master Sign Program”, subject to the following conditions:

1. On April 9, 2013, the owner and staff coordinated an appropriate color for the the lintels upon which the awnings will be mounted. The approved color shall be Kelly Moore #KM3623-3 “Timeworn Terracotta” in a flat finish.
2. All shingle sign brackets shall be mounted to the wall surface nearest the entry door of the respective ground floor tenant space.
3. All shingle sign brackets shall be of the same design and construction as shown in Exhibit A (Sunburst).
4. All awning fabrics shall be maintained in good condition and free from stains, rips, tears, and discoloration. The approved color for US Bank is “Corporate Blue”. All other awnings shall be black cherry.
5. The existing “Copymat” sign shall be removed as part of repositioning of the awnings. All mounting holes and electrical holes shall be patched and painted per the approved lintel color.
6. The real estate leasing information sign shall not exceed 10.5 square feet in size (36 inches by 42 inches). The top panel of the proposed sign shall indicate “Civic Plaza”, the middle panel shall indicate the contact phone number of the leasing company, and the bottom panel of the sign shall indicate “For Leasing Information”. The “Civic Plaza” letters on the top panel shall be at least 1-½ inches larger than the other letters or numbers on the middle and bottom panel.
7. The lease information sign shall be non-illuminated and constructed of a flat panel and raised bronze lettering.

8. No other temporary or permanent real estate "For Lease" signs shall be allowed on-site.
9. The owner shall maintain and update leasing contact information as needed with replacement signage to match existing colors and materials.
10. A building permit is required prior to installation of the relocated awnings, blade sign brackets, and illumination. Contact the Building Division at (925)943-5834 for submittal and permit information requirements.
11. An Encroachment Permit is required for work within the public right-of-way. Contact the Engineering Division at (925)943-5839 for permit and submittal information requirements.
12. All landscaping shall be maintained free of weeds and debris.
13. 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.
14. 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.
15. Building permits shall be issued or a request for an extension must be filed with the Community Development Department by May 10, 2014, 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 shall have commenced prior to the expiration of the building permit.

Section 4. Effective Date. This resolution shall take effect on May 10, 2013, unless appealed prior to that date.

PASSED AND ADOPTED on April 3, 2013, by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Fotheringham and seconded by Commissioner Cothren.

Ayes: Fotheringham, Cothren, Crawford, Weiss
Noes: None
Abstain: None
Absent: Volkmann



SCOTT HARRIMAN, Secretary
Walnut Creek Design Review Commission

CIVIC PLAZA

1655 N. MAIN STREET

Y13-016

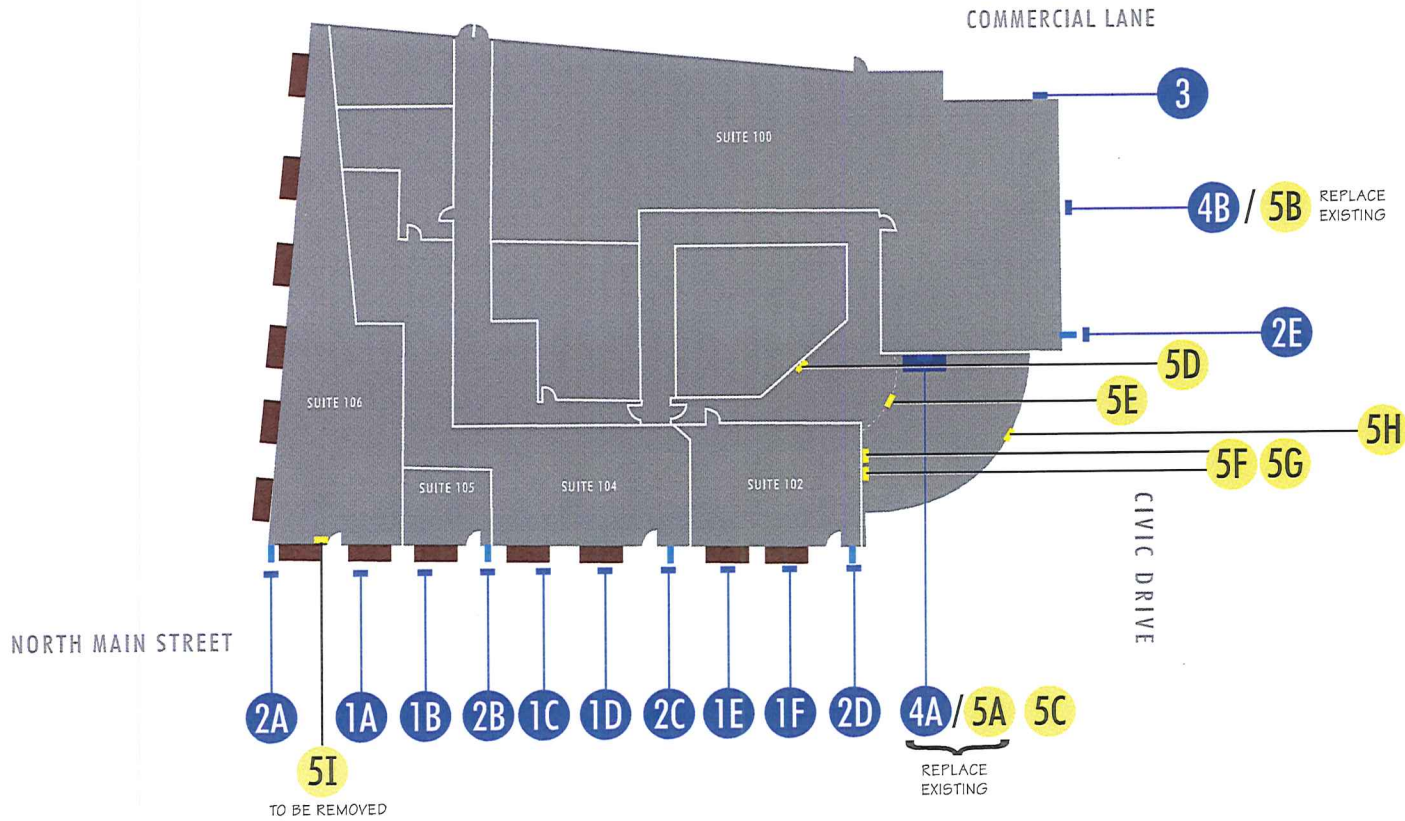
DESIGN REVIEW APPROVAL
IS HEREBY GIVEN FOR

- Site Plan
- Architecture
- Landscaping
- Sign

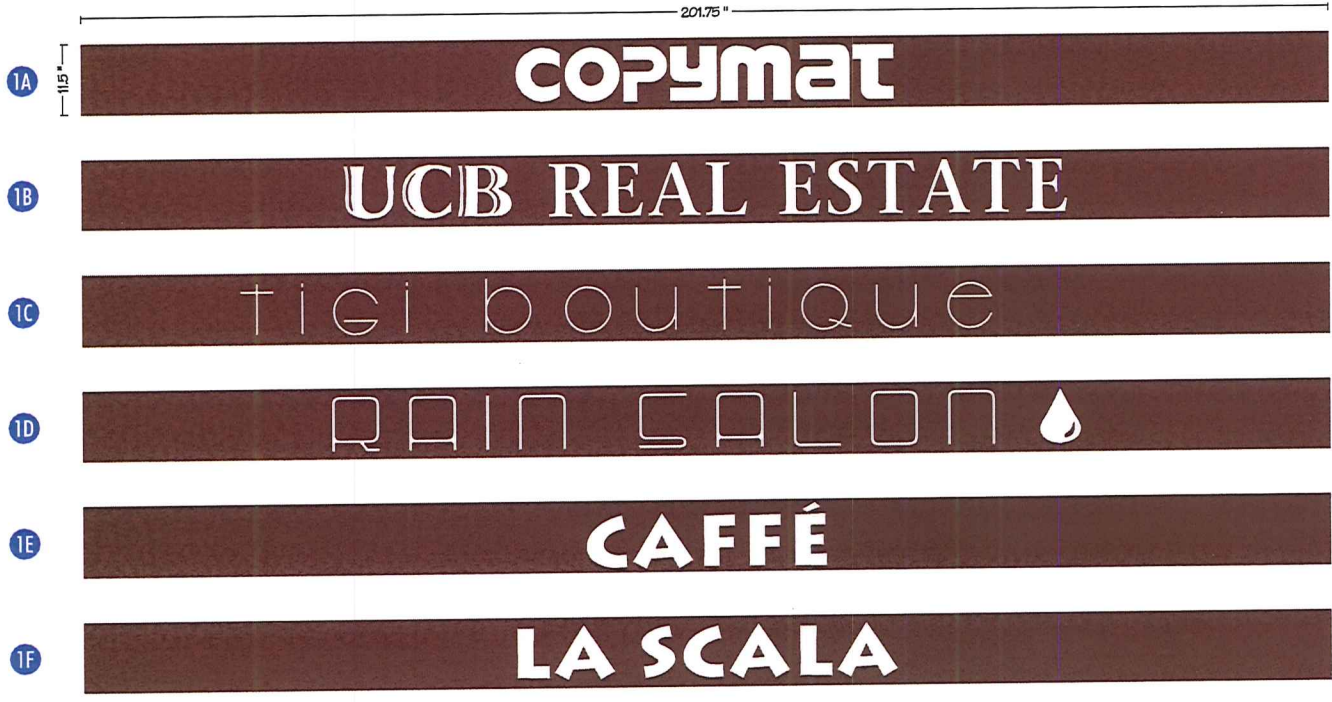
BY: M. Blum

DATE: 4.3.13

LOC	DESCRIPTION	LOC	DESCRIPTION	NOTES
1	Awning Lettering	3	Illuminated Channel Letters	Additional building standard signs (i.e. 1 2) shall be allowed for additional ground floor tenants (e.g. if suite 106 is subdivided along walkway off of N. Main St.) upon Landlord approval, according to City of Walnut Creek guidelines.
2	Flag Mounted Sign	4	Existing Building Signage	



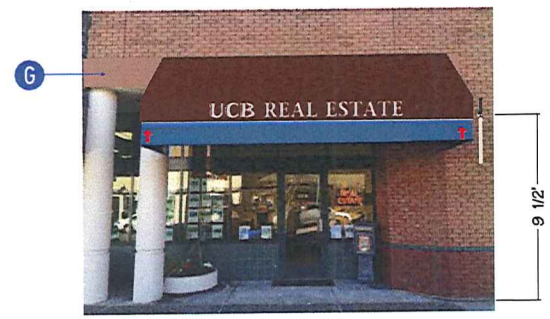
SIGN TYPE	DESCRIPTION	SIZE WXH (TYPICAL)	TEXT SIZE	COLOR	MATERIALS	NOTES
AL	Awning Lettering	202" x 11.5"	9"caps Max.	White	Paint	Each ground floor tenant shall be allowed lettering on (1)-(2) awnings, upon Landlord approval. Building standard awning color shall be "Black Cherry" (exception being US Bank courtyard ATM awning in corporate blue 5C). Building banding/flashing color at awnings shall be painted to match existing brick color (per 6 below):KM3623-3 "Timeworn Terracotta" flat finish.



REFERENCE PHOTO

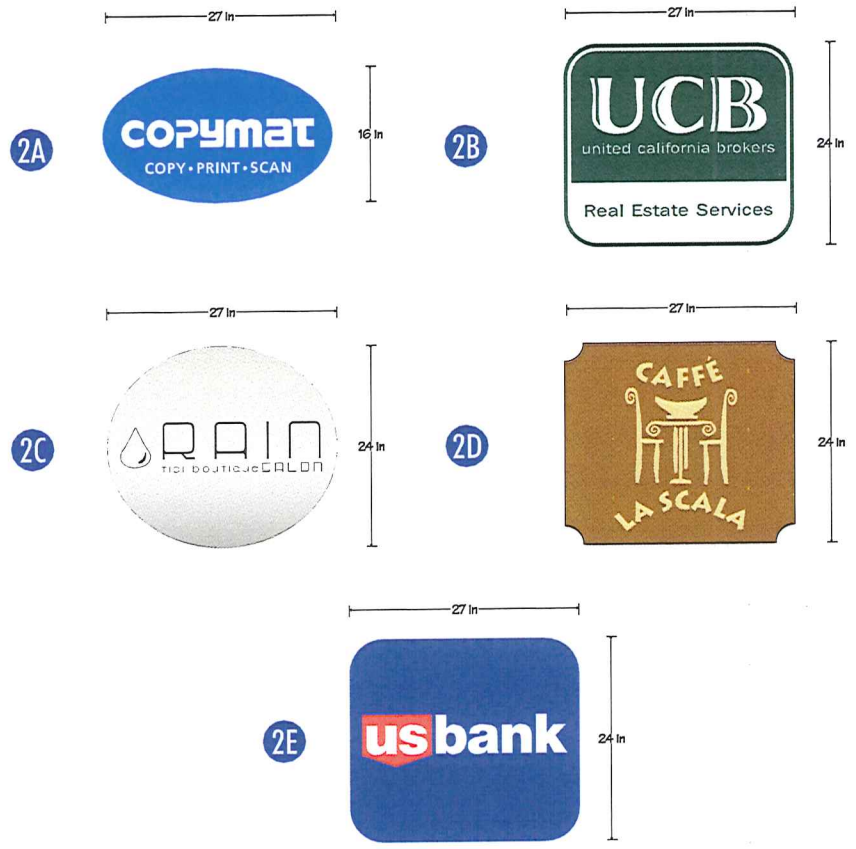
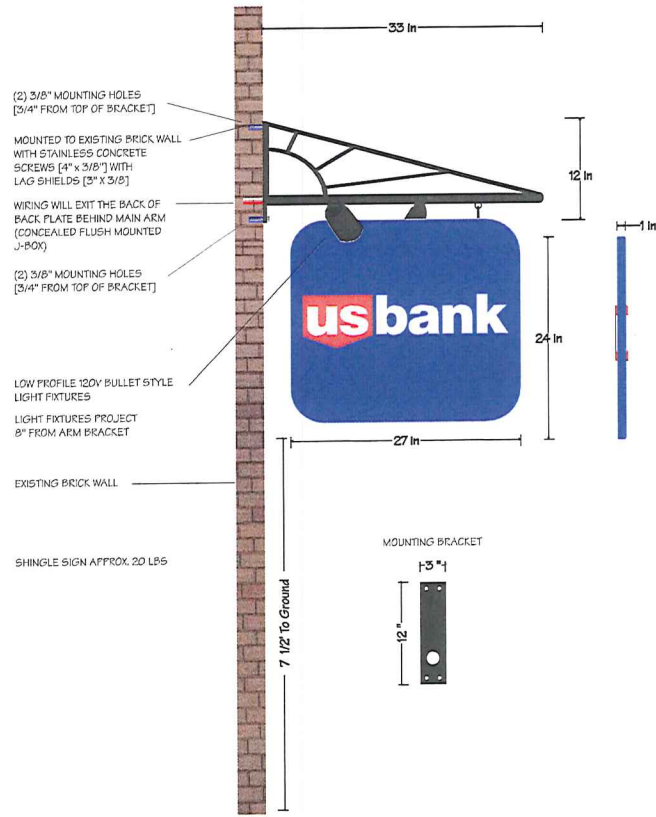


EXISTING

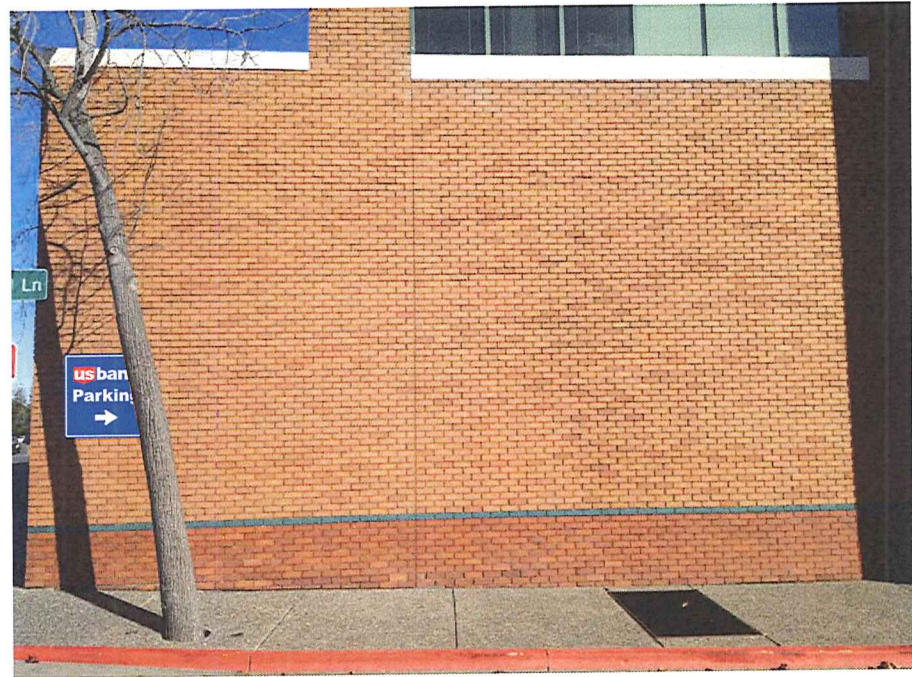


PROPOSED
(EXISTING AWNING HEIGHT RAISED 18")

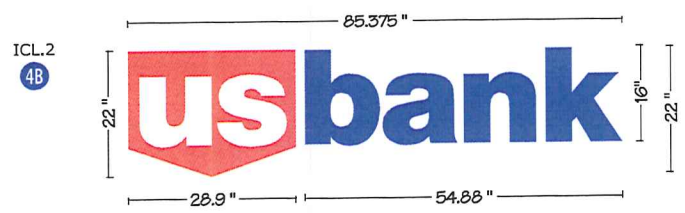
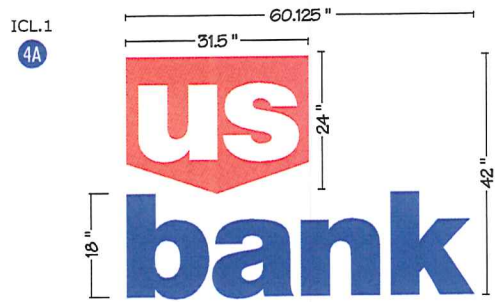
SIGN TYPE	DESCRIPTION	SIZE WxH (TYPICAL)	MATERIALS	COLOR	NOTES
FMS	Flag Mounted Signage	27" W x 24" H {Max H= 24", NTE 4.5 sf}	Acrylic Sign Panel (1") Dimensional Letters / Logo (1/4")	Custom	Each ground floor tenant shall be allowed (1) flag mounted non-illuminated sign, upon Landlord approval.



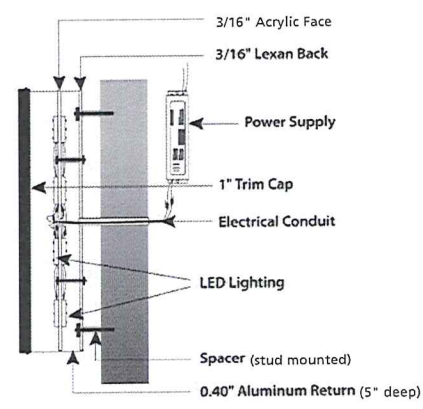
SIGN TYPE	DESCRIPTION	SIZE WXH (TYPICAL)	MATERIALS	COLOR	NOTES
WMS	Wall Mounted Signage	24" W x 24" H {NTE 4.0 sf}	.080 Aluminum	Custom	



SIGN TYPE	DESCRIPTION	TYPE	NOTES
ICL.1	ILLUMINATED CHANNEL LETTERS	LED FACE LIT	Replacing existing non-illuminated tenant logo signs with LED illuminated signs (same size/logo).
ICL.2	ILLUMINATED CHANNEL LETTERS	LED FACE LIT	



ELECTRICAL DETAIL



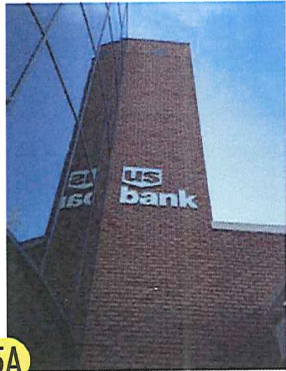
COLORS
 BLUE - PMS 2748
 RED - PMS 193
 RETURNS AND TRIMCAP
 TO MATCH FACE COLORS

LOCATION 4A (ICL.1)



LOCATION 4B (ICL.2)





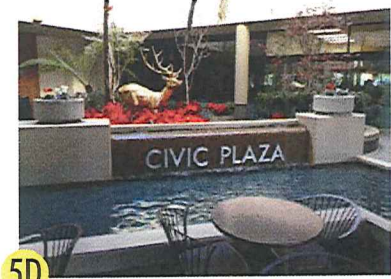
5A



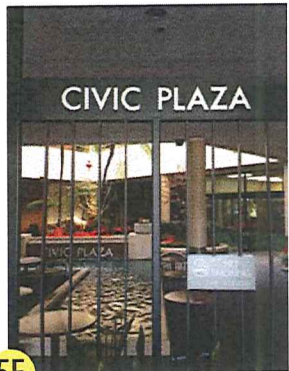
5B



5C



5D



5E



5F



5G

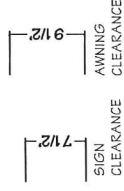


5H



5I

NORTH MAIN ST. VIEW



NORTH MAIN & CIVIC DR. VIEW (CORNER)



CIVIC DR. VIEW

