

SR 91-53
PERI EXEC. SIGN PROGRAM
2033 N. MAIN ST.

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ELEM
SCHOOL

LARKEY

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O-C

P-D-C

O-5

R-20

WALNUT
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SU-M-3

SU-M-3

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WALNUT CREEK DESIGN REVIEW COMMISSION
RESOLUTION NO. 1805
SIGN REVIEW APPLICATION NO. 91-53
PERI EXECUTIVE CENTER SIGN PROGRAM

Section 1. Findings.

1. On October 16, 1991 the Walnut Creek Design Review Commission held a hearing to consider a request to a sign program for an existing 10-story office building located at 2033 N. Main Street, in the R-O, Retail and Office zoning district.

2. The Commission previously reviewed this proposal at their September 18, 1991 meeting and directed the applicant to make several revisions to the proposal and return it for consideration at a later date.

3. This project is categorically exempt from the requirements of CEQA under Class 1 of the Guidelines and Processing procedures for the Review of Projects for the City of Walnut Creek.

4. This project is consistent with the General Plan and Zoning and other City development standards which regulate development on this site.

5. The proposed sign program consists of signs for the ground and mezzanine level tenants which maintain frontage on N. Main Street or Pringle Avenue and are accessed from the exterior of the building. Wall signs near these tenant spaces are necessary so as to provide identification for these businesses to visitors of the building.

6. The permanent window signage proposed is necessary to provide identification to the individual tenants at the points of entry to their tenant spaces.

7. The proposed signs are of an attractive design and complement the existing architecture of the building.

8. The proposed column-mounted and freestanding kiosk identification signs are of an interesting design and also tie in with the existing architectural features of the building. Due to the multi-level locations of the retail tenants, these signs are necessary to provide visitors with proper direction to the various retail spaces.

9. 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 5 through 8 above.

Section 2. Decision. Based on the findings as set forth above, this Commission hereby grants approval of Sign Review Application No. 91-53 as shown on the plans labeled "Exhibit A of Sign Review Application No. 91-53" and the material palette labeled "Exhibit B of Sign Review Application No. 91-53" subject to the following conditions:

1. A maximum of 7 tenant fascia signs shall be permitted on the building. The maximum length of any tenant fascia sign shall be 12 feet.
2. Prior to the installation of any wall or window signage for any individual tenant, plans for the signs shall be submitted to Planning Division staff for review and approval. Any required building permits must be obtained prior to installation of any wall signs.
3. Wall/window signage shall comply with the guidelines and specifications listed in the plans labeled "Exhibit A of Sign Review Application No. 91-53."
4. All existing signage on the site, including window signs and sign cabinets, shall be removed prior to the installation of any new signs.
5. This sign program shall only permit signs on the exterior of the building for ground and mezzanine level service/retail tenant spaces of the building which gain primary access from the exterior of the building.
6. No neon window signs shall be permitted at any time.

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

PASSED AND ADOPTED ON October 16, 1991 by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Kaplan, second by Commissioner Kimbrell.

Ayes: Kaplan, Kimbrell, Englund, Kilian, Craig
Noes: None
Absent: None



DAVID WALLACE, Acting Secretary
Walnut Creek Design Review Commission



Walnut City Of Creek

October 17, 1991

Northwest Asset Management Company
Peri Executive Centre
2033 N. Main St. #315
Walnut Creek, CA 94596

The Walnut Creek Design Review Commission took the following action on your item on October 16, 1991.

Design Review No. 91-53

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. 1805 setting forth the Commission's decision and findings in regard to this item will be enclosed. Any action to approve the application also includes Standard Design Review Conditions, which are also enclosed.

For additional information regarding disposition of this application, please refer to the reverse side of this letter.

Very truly yours,

PAUL RICHARDSON, Secretary
Walnut Creek Design Review Commission

PR:jms

enclosure

cc: Scott Architectural Graphics

SIGN PROGRAM INFORMATION SHEET

Name: Peri Executive Centre
Location: 2033 N. Main Street
S.R. No.: 91-53
Reso. No.: DRC Res. No. 1805
General Plan: OF (Office)
Zoning: R-0 (Retail Office District)

No. of Tenant Signs: 7 maximum

No. of Master Signs: 0

Signs Not Conforming
To Program Criteria:

Conditions of Approval

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

*Master Sign(s):

*Tenant Facia Sign(s):

Facia signs shall be 8 inches high
Will have individual brushed aluminum letters
No illumination
Letters will be underscored with a 3 inch diameter PVC tube
Tubing will be royal maroon in color
Maximum signage length = 12 ~~inches~~ *feet*
Only seven tenant sign locations on the exterior of the
building are allowed

*Window Graphics:

To be placed next to glass entry door of each tenant unit
Window signage to be a maximum of 2 sq. ft.

***Garage Signage:**

A public parking sign, enter sign, and exit sign will be placed at the proper location per the staff report
Parking signs will consist of brushed aluminum letters on a royal maroon background

NOTE: No neon signs will be permitted at anytime and all existing signage on sight, including window signs and sign cabinets, shall be removed prior to the installation of any new signs.

doc 58

CONTENTS

Sign Types

Contents

KD&FD Freestanding Kiosk

Elevation

T&API Tenant Fascia Band

Elevation

AD Building Address

Elevation

WG Window Graphics

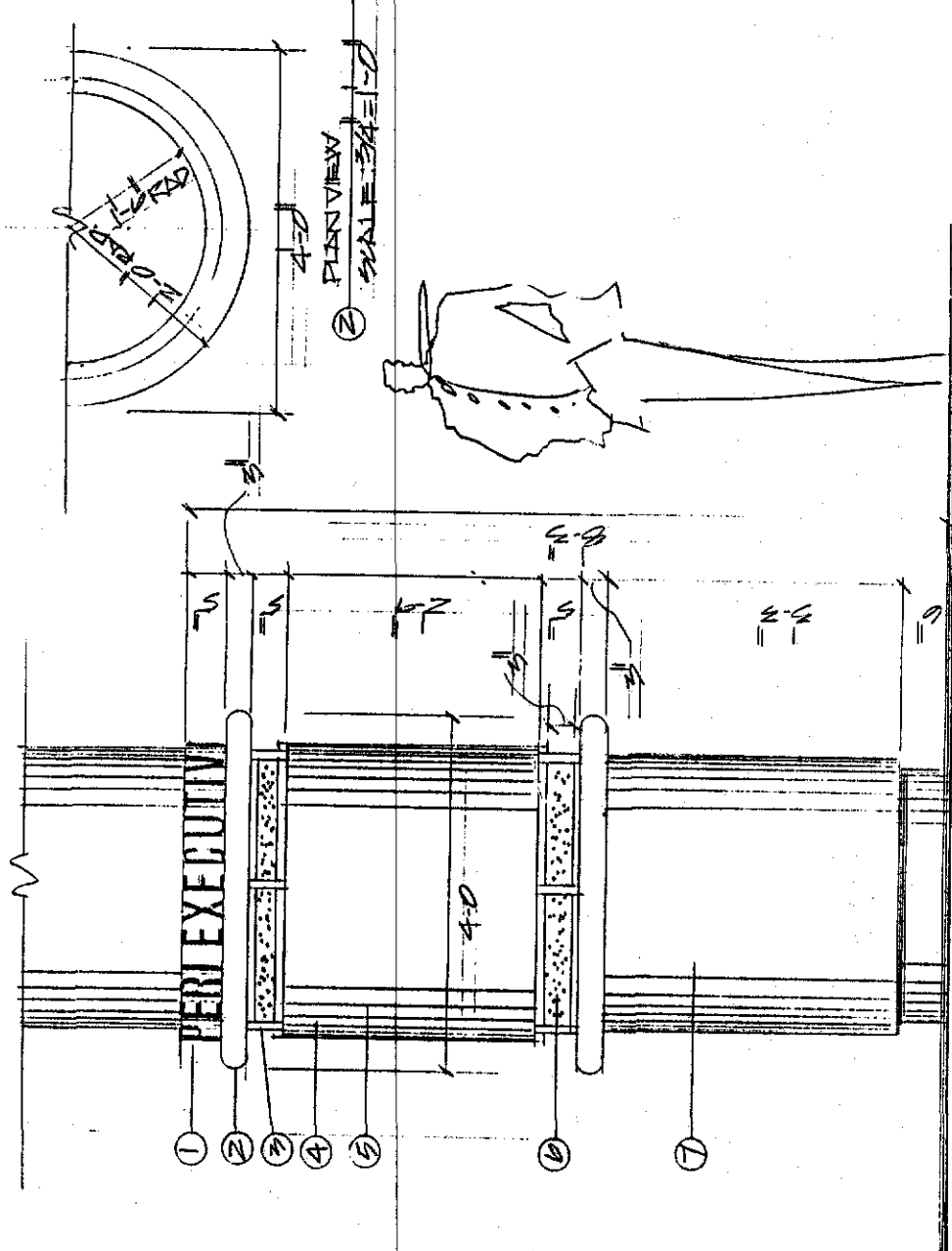
G Garage Signage

Site Map

~~RIVER~~ COLUMN I.P. DIR. SIGNS.

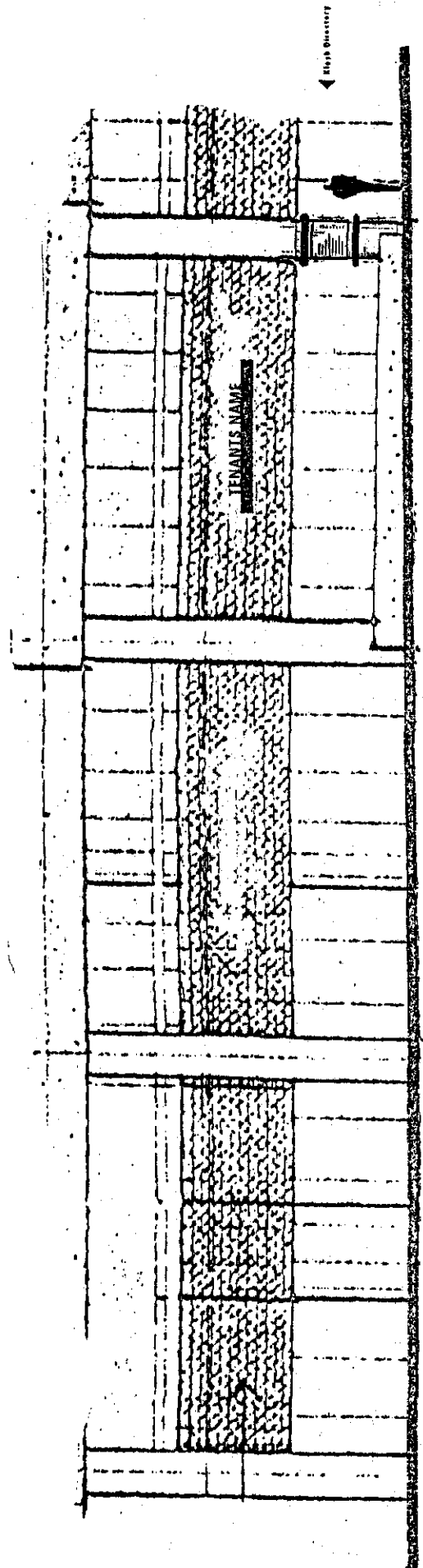
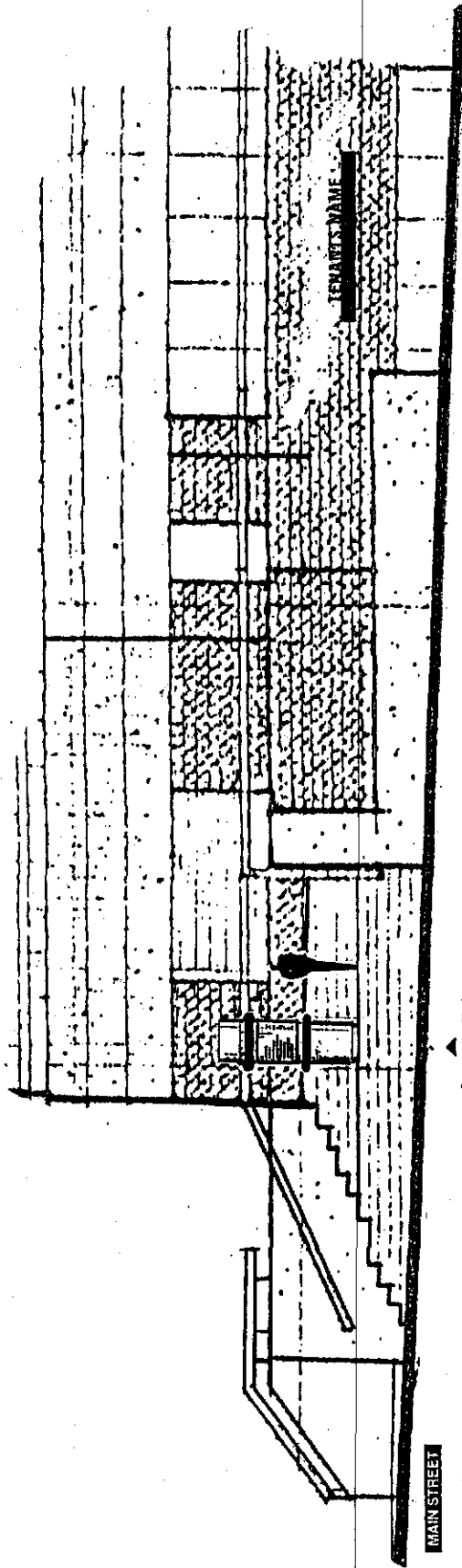
FINISH.

- ① RELEXE, TYPE 5 ALUMN. LETTERS IN INDIVIDUAL ATTACHED TO 3 ALUMN. TUBING. TYPE 5 RE, SIGNUM REG CAPS. ROUND TYPE ALUMN. COLOR IS. PPG.
- ② METRONE (S/D/S) SLEIGHED ALUMN. CONNECTIONS. ALUMN. HEAD FINISH SPACED 1/2" EX. CONNECTS FIVE PANEL TO ROUND ALUMN. TUBE.
- ③ SIGNATURE PANEL, BRUSHED ALUMN.
- ④ TENSILE NAMES, LOCATION MAP AND DIRECTORY TENTANT NAMES & SUITE #S ARE APPLIED VINYL'S. LOCATION MAP IS SCREEN PRINTED.
- ⑤ ZOLSTONE TEXTURE, APPLIED DIRECTLY TO EXISTING COLUMNS.
- ⑥ EXISTING BUILDING COLUMNS.



① FRONT ELEVATION
SCALE: 3/4"=1'-0"

ELEVATION -KD&ED



TENNIS FRSA BAND

12-0"

JOHNNY ANGEL'S

10" LETTER HT.
2" TUBE HT.

AVB TRAVEL

IMAGINE HAIR

BODY BY JAKE

EXECUTIVE DELI

GOLDEN TRIANGLE CLUB

FRONT ELEV.

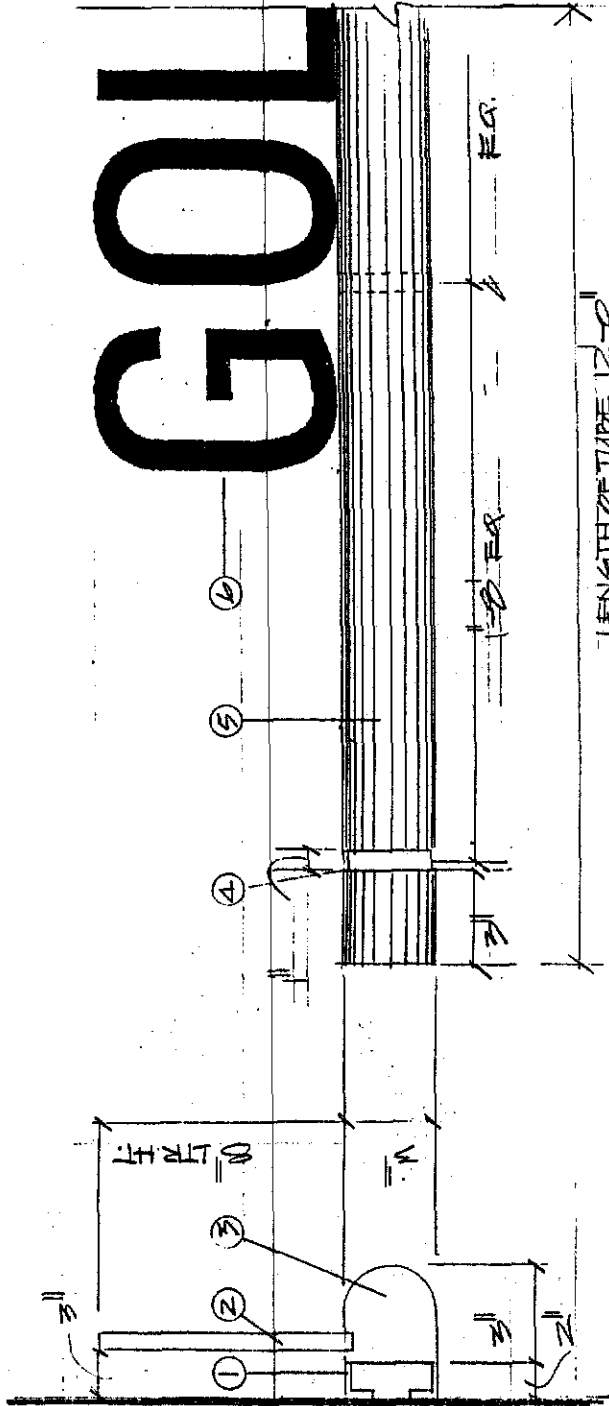
SCALE: 3/4" = 1'-0"



TENNIS FACIA BAND

FINISH:

- ① MESH MOUNTING BRACKET TO EXISTING TILE WALL.
- ② LETTER RETURN MOUNTED IN COLOR MATCHES IN COLOR PRUSHED ALUM. FACE. LETTER SLIDES INTO TUBE TOP SLIDING BRACKET CENTER FABRICATION.
- ③ TUBE END CAP FITS LOCKS INTO POSITION SEWING SLITS. ALUM. FINISH TO MATCH TUBE FACE.
- ④ MESH MOUNTING BRACKET WIDTH SECURES TUBE TO WALL. SEE SPARE EVERY 1/2". PRUSHED ALUM.
- ⑤ 3" ALUM. D'EXTENSION TUBE SLOTTED ON TO TO MATCH TENNIS NAME COLOR IS PPA DELTRON ROYAL MARCONI SLOTT.
- ⑥ TENNIS LETTER ALL NAMES TO MATCH SOME TYPE STYLE (UNIVERSE COND) CENTER W/ PRUSHED ALUM. FACE.

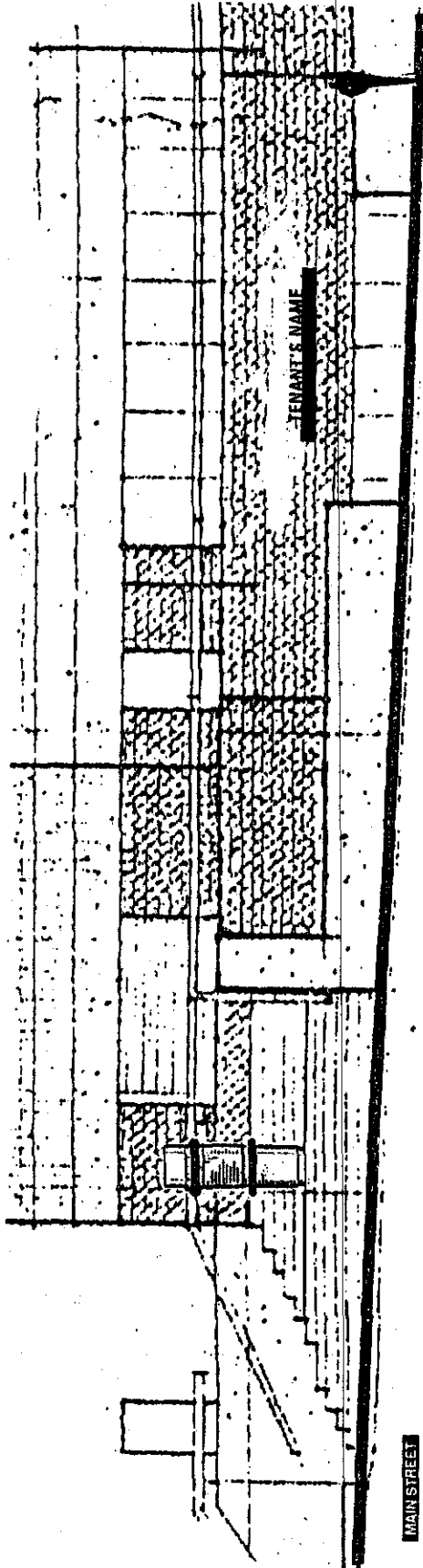


FRONT ELEVATION
SCALE: 3/4" = 1'-0"

SIDE ELEVATION
SCALE: 3/4" = 1'-0"

LENGTH OF TUBE 12'-0"

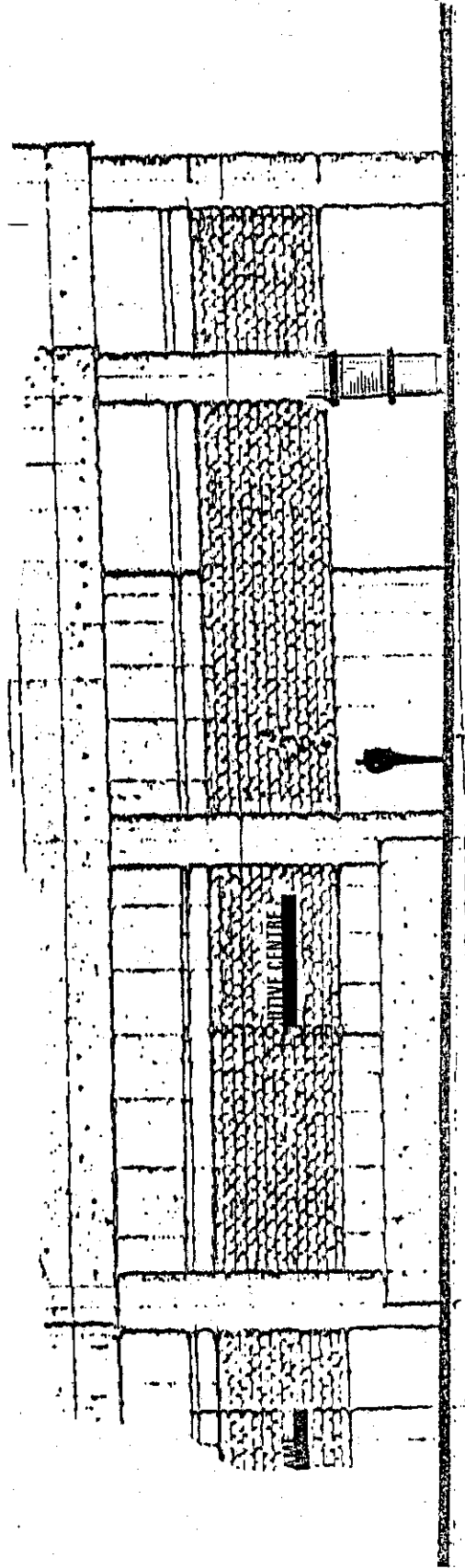
ELEVATION - TB&PI



MAIN STREET

TENANT'S NAME

Front Facade



MAIN STREET

ARTIVE CENTRE

Project Facade

SIGN TYPE-AD

BUILDING ADDRESS

Product:
Individual letters

Finish:

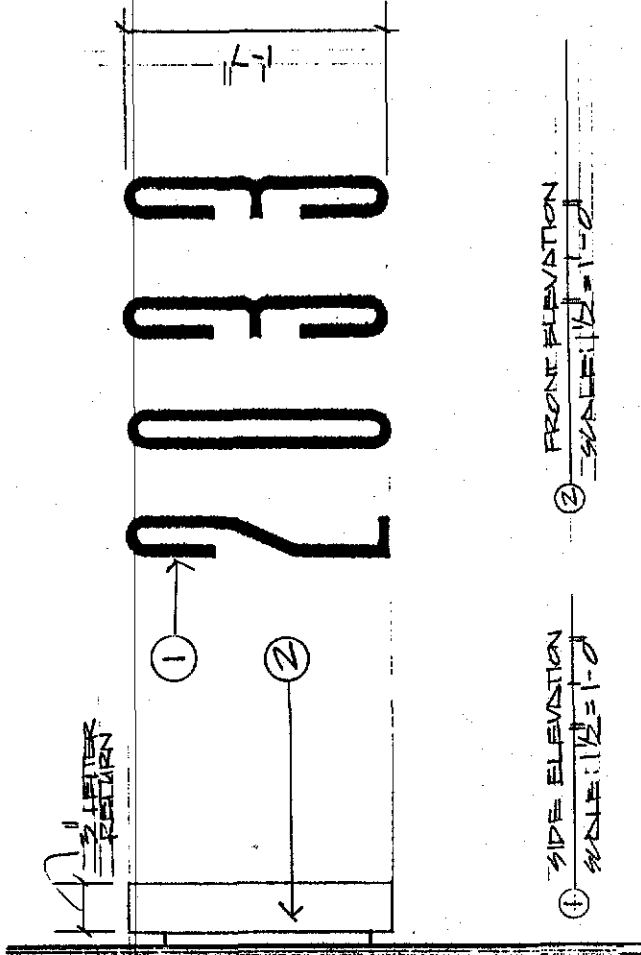
① — Brushed aluminum individual address numbers. Non illuminated.

② — Return to be the same material as the face.

Copy:
Empire condensed caps.

Mounting:
Address numbers to be applied to building face.

Quantity:
1 set

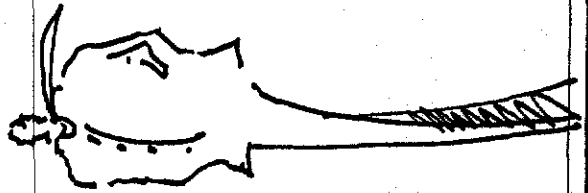
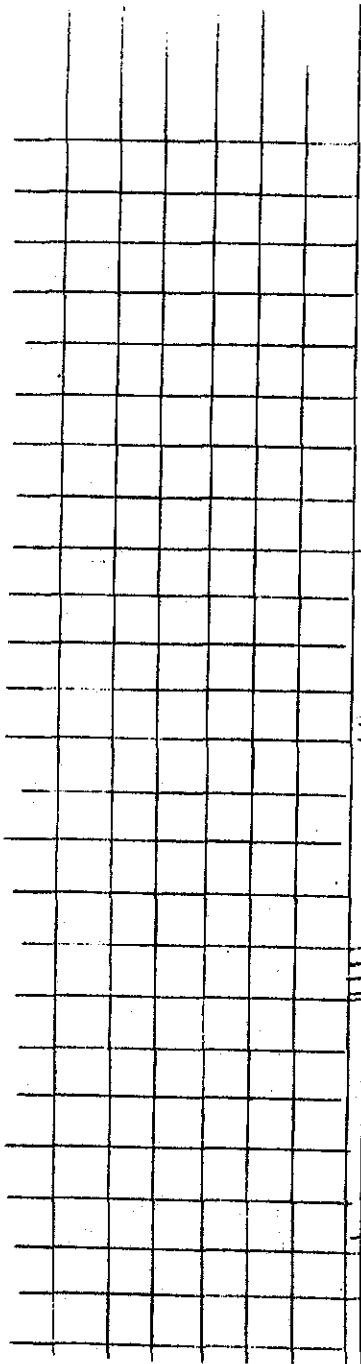


WINDOW GRAPHICS

FRONT

APPLIED ADHESIVE VINYL OR
SCREEN PRINTED GRAPHICS:

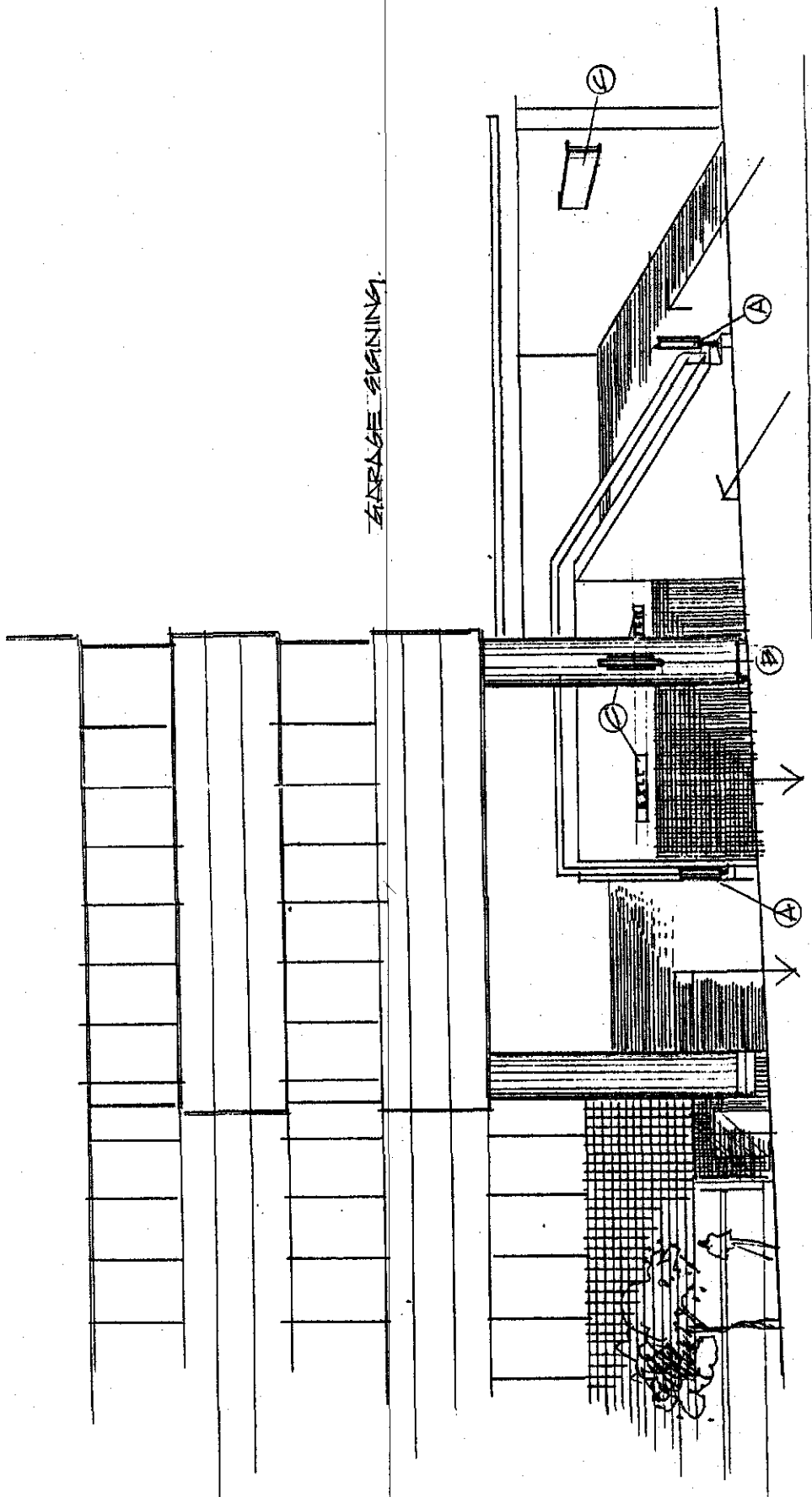
- ① WHITE INK APPLIED
WHITE VINYL LETTERS
SCAP HEIGHT UNVERSE
COND. FLUSH LEFT
- ② TENANT LOGO & OR LOGO
TYPE: WHITE
SCREEN PRINTED ON
CLEAR ADHESIVE.
FLUSH LEFT
- ③ STORE HOURS | SCAP HEIGHT.
CAP & LOWER CASE
UNVERSE COND: WHITE
SCREEN PRINTED ON
CLEAR ADHESIVE.



FRONT ELEV.

SCALE: 3/16" = 1'-0"

①



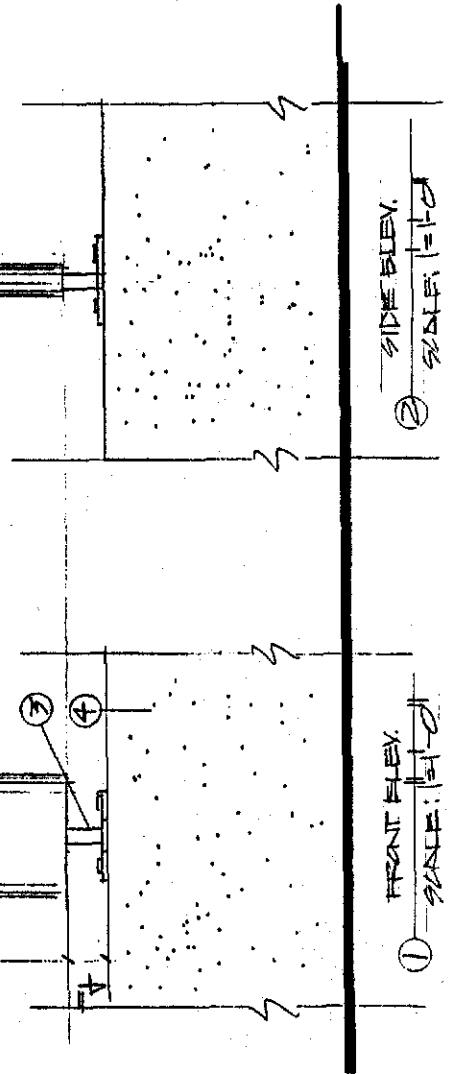
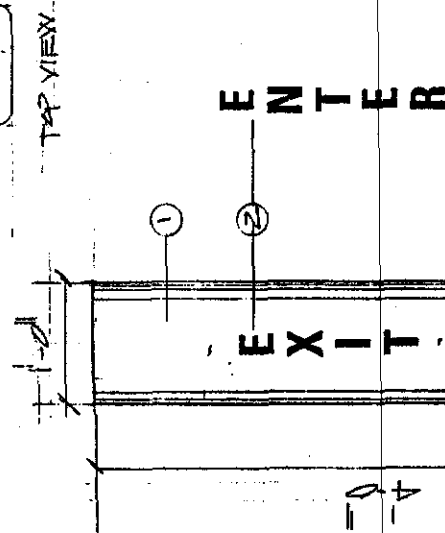
GARAGE SIGNING

2-1-81
FRONT ELEV.
S.M.S. 1-81
①

SKIN. (A)

- ① SKIN IS FABRICATED OF ALUMINUM. ALUM. INTERIOR STRUCTURE. BEZELS SIDED. NON ILLUM. COLOR, REVAL. MARGON #S1051 PPS.
- ② 1/2" APHT OF LETTER. INDIVID. LTRS. BRUSHED ALUM. FACE. 4 RETURNS. 1/2" RETURNS.
- ③ ROUND SUPPORT BRACKET BOLTS INTO EXISTING EXTERIOR BLDG STRUCTURE.
- ④ EXISTING BUILDING STRUCTURE / STREET. PARKING.

TOP VIEW

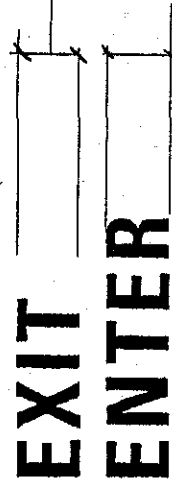
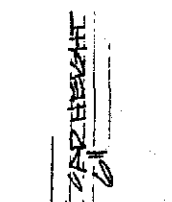
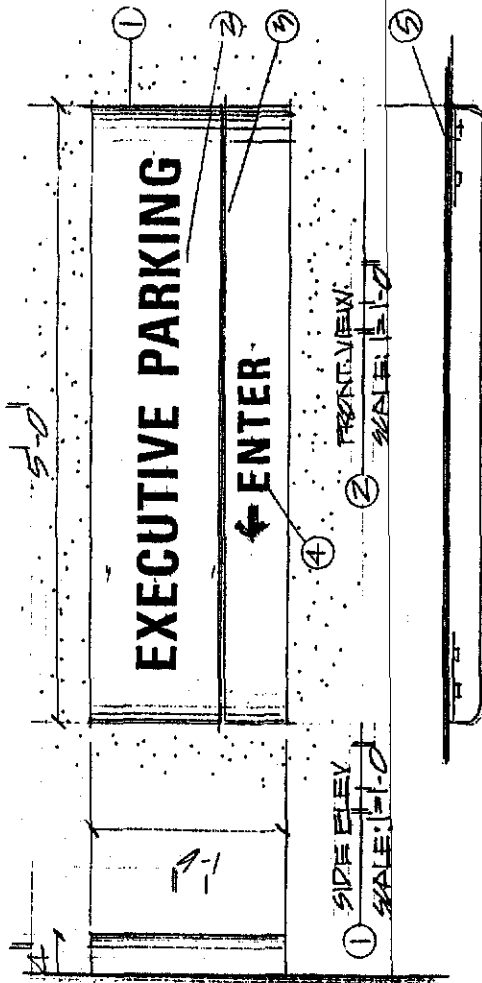


① FRONT FLEX. SCALE: 1/4" = 1'-0"

② SIDE FLEX. SCALE: 1/4" = 1'-0"

PLAN ②

- ① ROMAN SIGN STRUCTURE, 1/2" SINGLE SIDED, NON ILLUM. COLOR ROYAL MAROON # 51051 PPG.
- ② ALUM. HEIGHT OF LETTER, INDIV. LTRS BRUSHED ALUM. FACE & RETURNS, 1/2"
- ③ BRUSHED ALUM. INSERT FINISH.
- ④ SIGN HEIGHT OF LTR. INDIV. BRUSHED ALUM. FACE & RETURNS.
- ⑤ INTERNAL NUM. SLIP PAPER BRACKET.

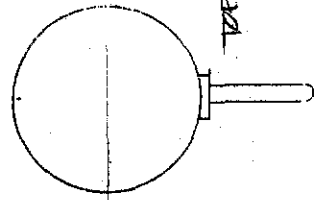
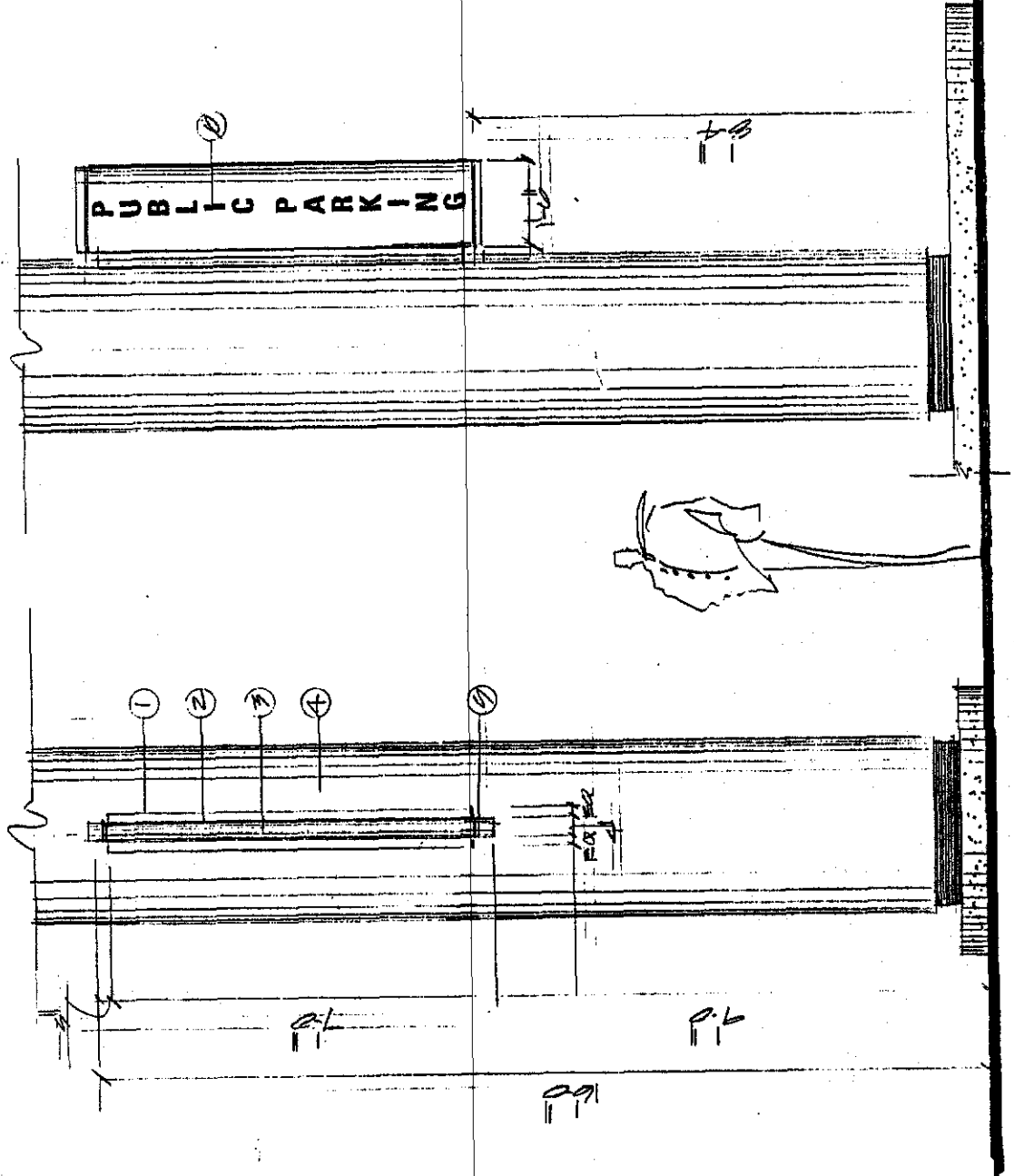


ALTERNATIVE COPY.
 UNIFORM COND BOLD.
 CENTERS INTO SIGN ②
 BRUSHED ALUM.
 LETTER EDGE & RETURNS.

KEY:

PLAN ②

- ① BRUSHED ALUM.
PLATE, SIGN IS SECURED/
SLOTTED & SLIPPED INTO
HOLDER.
- ② SIGN FACE / KROMAZEL NON ILLUM.
PAINTED SIGN FACE
COLOR: ECYAL MABOON
PRG # SIG 01 DOUBLE SIDED
③ EDGES OF SIGN & FINISH.
COLOR TO MATCH SIGN
FACE.
- ④ EXISTING BLDG
COLUMN STRUCTURE
- ⑤ BRUSHED ALUM.
INSET FINISH / SUPPORT
STRUCTURE EXTERIOR
⑥ COPY: 4 1/2" LETTER HT.
BRUSHED ALUM.
LANTERNS FACE
UNIVERSITY BOLD COND.



FRONT ELEV.
SCALE: 1/2" = 1'-0"

WALNUT CREEK DESIGN REVIEW COMMISSION
STAFF REPORT

OCTOBER 16, 1991 AGENDA

CONSENT CALENDAR (d)

ORIGINATED BY: COMMUNITY DEVELOPMENT DEPT. - PLANNING

SUBJECT: SIGN REVIEW APPLICATION NO. 91-53 - PERI EXECUTIVE CENTER
SIGN PROGRAM. CONTINUED REQUEST FOR APPROVAL of a sign
program for an existing retail/office building located at
2033 N. Main Street.

ZONING: R-O (Retail and Office)
GENERAL PLAN LAND USE: Office
OWNER/APPLICANT: Northwest Asset Mgmt./Peri Exec. Ctr.
DESIGNER: Scott Architectural Graphics
CEQA STATUS: Categorically Exempt Class 1

BACKGROUND:

This sign program was presented to the Design Review Commission on September 18, 1991. The Commission generally approved of the sign program except for several issues which have been addressed by the applicant. Those issues were:

1. Existing identification and directory signage for the parking garage was not adequate and new signage for the garage should be included as part of the overall sign program.
2. At the hearing, the applicant indicated that the PVC tube sections underscoring the tenant fascia signs were going to be reduced to a smaller diameter tube than those presented to the Commission, as well as the metal tubes wrapping the kiosk and column directory signs. The Commission requested that the actual proposed tube sizes be shown on the plans.
3. The Commission requested that a maximum length be established for the tenant fascia signs.
4. The Commission also requested that the proposed window graphics be revised to provide for less signage area.

PROJECT AND SITE DESCRIPTION:

The sign program now includes the following revisions:

1. Tenant Fascia Signage: The tenant fascia signs will be 8" high individual brushed aluminum letters with no illumination. The letters will be underscored with a 3" diameter PVC tube. The tubing will be royal maroon in color, matching the color of existing metal tube railing of the building. Maximum permitted signage length will be 12'. Only seven sign

locations will be permitted on the exterior of the building, as indicated by the attached sign location plan.

2. Column/Kiosk Sign Tube Wraps: The column and freestanding kiosk directory signs will be wrapped above and below the directory sign faces by 3" diameter aluminum tubing. The tubing will be painted royal maroon.

3. Window Graphics: Window signage is now proposed to be placed only on one window next to the glass entry doors to each tenant space. Window signage will be limited to approximately 2 sq. ft. of total area.

4. Garage Signage: The garage signage has been completely revised to better direct visitors to the underground garage. A 10.5 sq. ft. rectangular plate sign with the copy "Public Parking" will project out from the building column adjacent to the underground parking entrance/exit. 4 sq. ft. rectangular signs reading "Enter" and "Exit" will be placed both on the wall above the entrance/exit to the garage and near the sidewalk so as to be visible to motorists approaching from the west. "Executive Parking" entrance and exit signs will be placed on the wall adjacent to the ramp leading up to the upper level long-term tenant parking. All parking signs will consist of brushed aluminum letters on a royal maroon background.

GENERAL PLAN CONSISTENCY AND CODE COMPLIANCE:

The proposed sign program is consistent with all applicable policies and regulations of the General Plan. Approval of the proposed sign program requires that the Commission grant an exception from the Sign Ordinance regulations limiting master identification signage to one sign and tenant identification signage to ground floor tenants only.

ANALYSIS:

Staff feels that the applicant has adequately addressed the Commission's concerns regarding the garage signage. The parking garage is now easily identifiable to motorists and they are directed to the entrance of the garage by several signs. The window graphics program has been reduced and simplified and now provides adequate tenant space identification with no visual clutter. The tubing of the tenant fascia signs and the directory signs is now the same size and has been reduced to a tube diameter which complements the respective signs in an understated fashion.

STAFF RECOMMENDATION:

Staff recommends that the Design Review Commission approve Sign Review Application No. 91-53 and adopt the attached proposed resolution.

Walnut Creek Design Review Commission
Sign Review Application No. 91-53
Page 3

ATTACHMENTS:

1. Vicinity Map
2. Proposed Resolution
3. Plans (Commission Only)

Prepared by D. Reber



Doc 417 [plg_14]

SIGN PROGRAM INFORMATION SHEET

Name: Peri Executive Centre

Location: 2033 N. Main Street

S.R. No.: 91-53

Reso. No.:

General Plan:

Zoning:

Conditions of Approval

(1) Design:

(2) Size:

(3) Colors:

(4) Copy:

(5) Illumination:

(6) Mounting:

(7) Quantity:

(8) Location:

(9) Comments:

EXECUTIVE DELI



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1:10'96

