

SIGN PROGRAM INFORMATION SHEET

Name: Phillips Building
Location: Main Street at Cypress
S.R. No.: 87-26
Reso. No.: DRC Res. No. 1451
General Plan: PR (Pedestrian Retail)
Zoning: P-R (Pedestrian Retail)

No. of Tenant Signs: 10
No. of Master Signs: 0
Signs Not Conforming
To Program Criteria: All Signs Conform

Conditions of Approval

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

*Master Sign(s):

No master sign at this location

*Tenant Sign(s):

Window signage shall be reviewed and approved by staff on a case-by-case basis
The canvas valance shall have white lettering
Valance lettering shall have a maximum height of 16 inches.
Existing tenant signage shall be removed as the tenant's leases expire

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S.R. No.: 87-26
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: _____

Sgd

WALNUT CREEK DESIGN REVIEW COMMISSION
RESOLUTION NO. 1451
DESIGN REVIEW APPLICATION NO. 87-26
PHILLIPS BUILDING SIGN PROGRAM

Section 1. Findings.

1. On July 15, 1987 the Walnut Creek Design Review Commission held a hearing to consider a request to approve a sign program for the existing building located at the southwest corner of N. Main and Cypress Streets, in the P-R (Pedestrian-Retail) zone.
2. This building has not previously had any design review approvals.
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. This project is consistent with the General Plan and Zoning and other City development standards which regulate development on this site.
5. The removal of the existing signage and valances and the replacement within uniform style valances along the entire building will enhance the aesthetics of the building.
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. 87-26 as shown on the plans labeled "Exhibit A of Sign Review No. 87-26" and the material palette labeled "Exhibit B of Sign Review Application No. 87-26" subject to the following conditions:

1. Window signage shall be reviewed and approved by staff on a case-by-case basis.
2. The valances shall have white lettering a maximum of 16" in height.
3. The existing signage shall be removed as the tenant's leases expire.

4. Color of the valance is to be determined by the applicant and staff.

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

PASSED AND ADOPTED ON July 15, 1987 by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Englund and seconded by Commissioner Johnson.

Ayes: Englund, Johnson, Martin

Noes:

Absent: Rambo, Camp



CHARLOTTE FLYNN, Secretary
Walnut Creek Design Review Commission

doc 14 Steno_2



Walnut City of Creek

August 10, 1987

Mr. Larry Phillips
67 Orchard Road
Orinda, Ca 94563

The Walnut Creek Design Review Commission took the following action on your item on

Design Review No. 87-26

Approved

Approved with Conditions

Denied (without prejudice)

Denied

Held over to _____

If the Design Review Commission took final action on your application, Resolution No. 87-26 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, SECRETARY
Walnut Creek Design Review Commission

CF/mes
enclosure
cc:



Walnut City of Creek

August 10, 1987

Mr. Joe Bologna
Hollman, Bologna & Associates
1443 Oakland Blvd. Ste. C
Walnut Creek, Ca 94596

The Walnut Creek Design Review Commission took the following action on your item on

Design Review No. 87-26

Approved

Approved with Conditions

Denied (without prejudice)

Denied

Held over to _____

If the Design Review Commission took final action on your application, Resolution No. 87-26 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, SECRETARY
Walnut Creek Design Review Commission

CF/mes
enclosure
cc:

WALNUT CREEK DESIGN REVIEW COMMISSION
STAFF REPORT

July 15, 1987 AGENDA

ITEM NO. **5**

ORIGINATED BY: COMMUNITY DEVELOPMENT DEPT. - PLANNING

SUBJECT: SIGN REVIEW APPLICATION NO. 87-26 - PHILLIPS BUILDING SIGN PROGRAM. A request for approval of a sign program proposed for tenants of the existing Phillips building, located at the southwest corner of N. Main Street and Cypress Street.

A - 1 Shore Repair

ZONING: P-R, Pedestrian-Retail
GENERAL PLAN LAND USE: Retail-Commercial
OWNER: Larry Phillips
ARCHITECT/APPLICANT: Joe Bologna
CEQA STATUS: Exempt, Class 11

BACKGROUND:

The subject property consists of an existing one story retail building with eight tenants. The building was built some thirty years ago and has never taken a universal approach to signage. All of the existing tenant signs are within the zoning code standards as it relates to each tenant space. The only proposed change to the building itself is to repaint it. The building's most distinctive feature is the horizontal chrome banding at the overhang and roof level. Currently some signage appears on the fascia and some is on existing valances.

PROJECT AND SITE DESCRIPTION:

The building owner has expressed a desire to upgrade the look of the building.

The proposal is to unify the signs for all of the tenants by requiring that canvas valances be installed from the building overhang. The overhang is perpendicular to the building and extends over much of the sidewalk. All tenants will be required to use painted white letters on an approved color of valance as identification for their business. The valances will be 24" in width. Additionally, white address letters will be required on entrance doors, and tenants will have the option of installing wood shingle signs under the overhang for pedestrian identification.

GENERAL PLAN CONSISTENCY AND CODE COMPLIANCE:

The proposal is in conformance with the general plan, and is required to receive Design Review Commission approval under Section 10-2.1918(i) which states that sign programs must be reviewed and approved at the Commission level. The proposal as presented meets standard sign regulation requirements.

*VALANCES
ADDRESS
SHINGLES - code specifies findings*

and zoning for this district

STAFFS
ANALYSIS: *will be a benefit to the building*

The building is generally non-descript. The addition of valances is in keeping with the trend of canvas awnings on storefronts, which many of the businesses in the Core Area have. Removing signage from the fascia will create a more linear, clean ^{look} to the building. Staff feels the proposed 16" maximum letter size, the shingle signs, and the addresses are all appropriate elements of the program. The canvas colors are attractive but the aquamarine and turquoise colors should not be located next to each other. Staff also feels that two adjacent tenants should not have the same awning color. Window signage is not indicated in this program, but rather than prohibit any in the future, it would seem more appropriate to condition approval of window signage to be reviewed by staff on a case by case basis. Because of the nature of the valances, it is feasible to remove and replace the complete valance canvas in front of the individual tenant space. Therefore, staff feels it is acceptable to allow the individual signage to be painted directly on the canvas.

STAFF RECOMMENDATION:

Staff recommends approving the application essentially as submitted. This application is a voluntary attempt to economically beautify an existing building.

ATTACHMENTS:

1. Proposed resolution of approval
2. Sign Program
3. Plans (Commission only)
4. Colors of canvas will be available at the meeting.

COMMISSION ACTION REQUIRED:

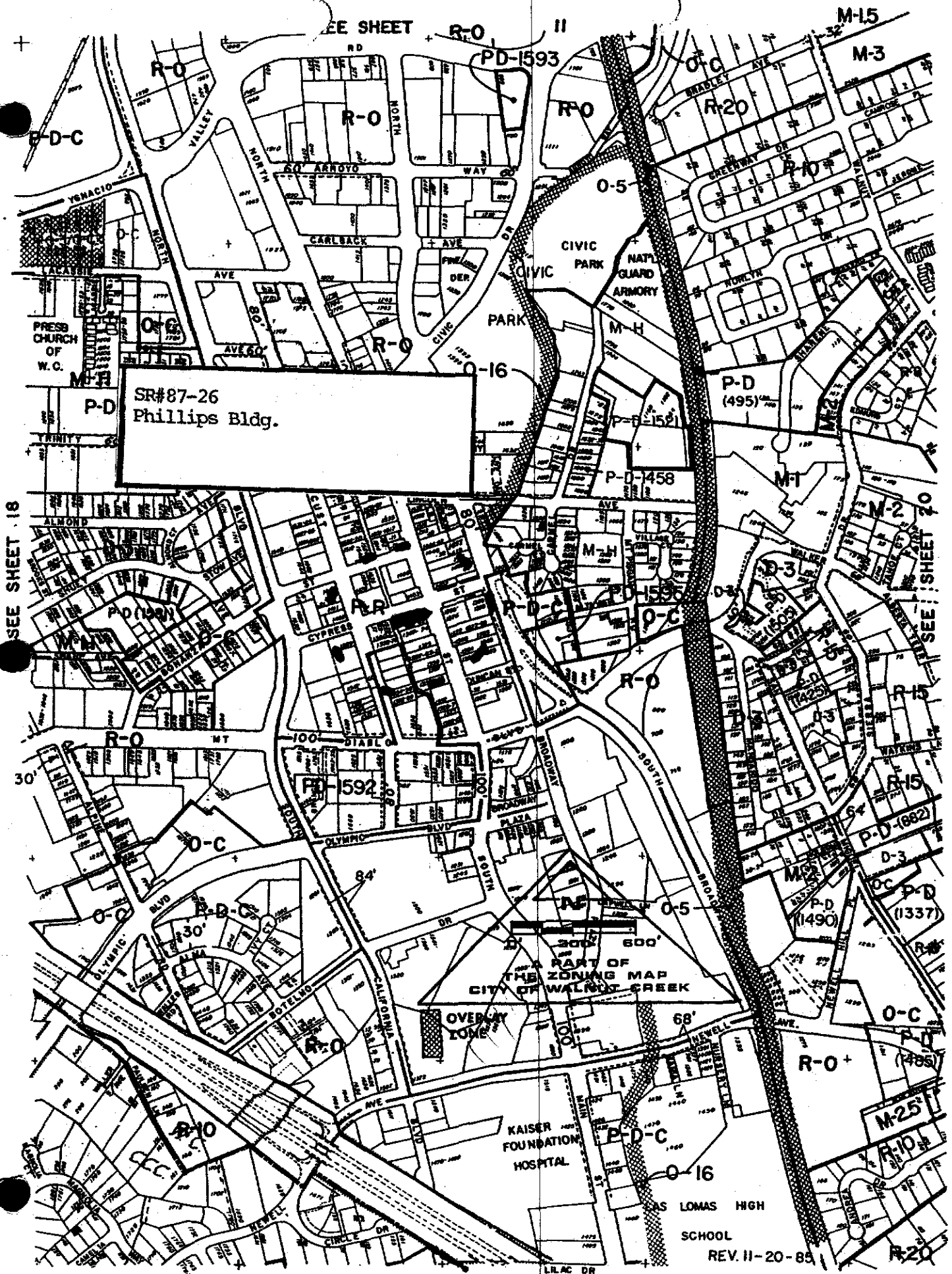
Move to approve Sign Review Application No. 87-26 and adopt the attached resolution;

Or

Move to continue the application for further study.

Prepared by Sydney *SS* Schleth

Doc#13 Steno_2 *CK TR*



SR#87-26
Phillips Bldg.

A PART OF
THE ZONING MAP
CITY OF WALNUT CREEK

SEE SHEET 18

SEE SHEET 20

