



Existing Center

Newell Promenade | Master Sign Program Amendment

1536-1560 Newell Avenue

Walnut Creek, California 94596

Rev.Sept 28, 2018

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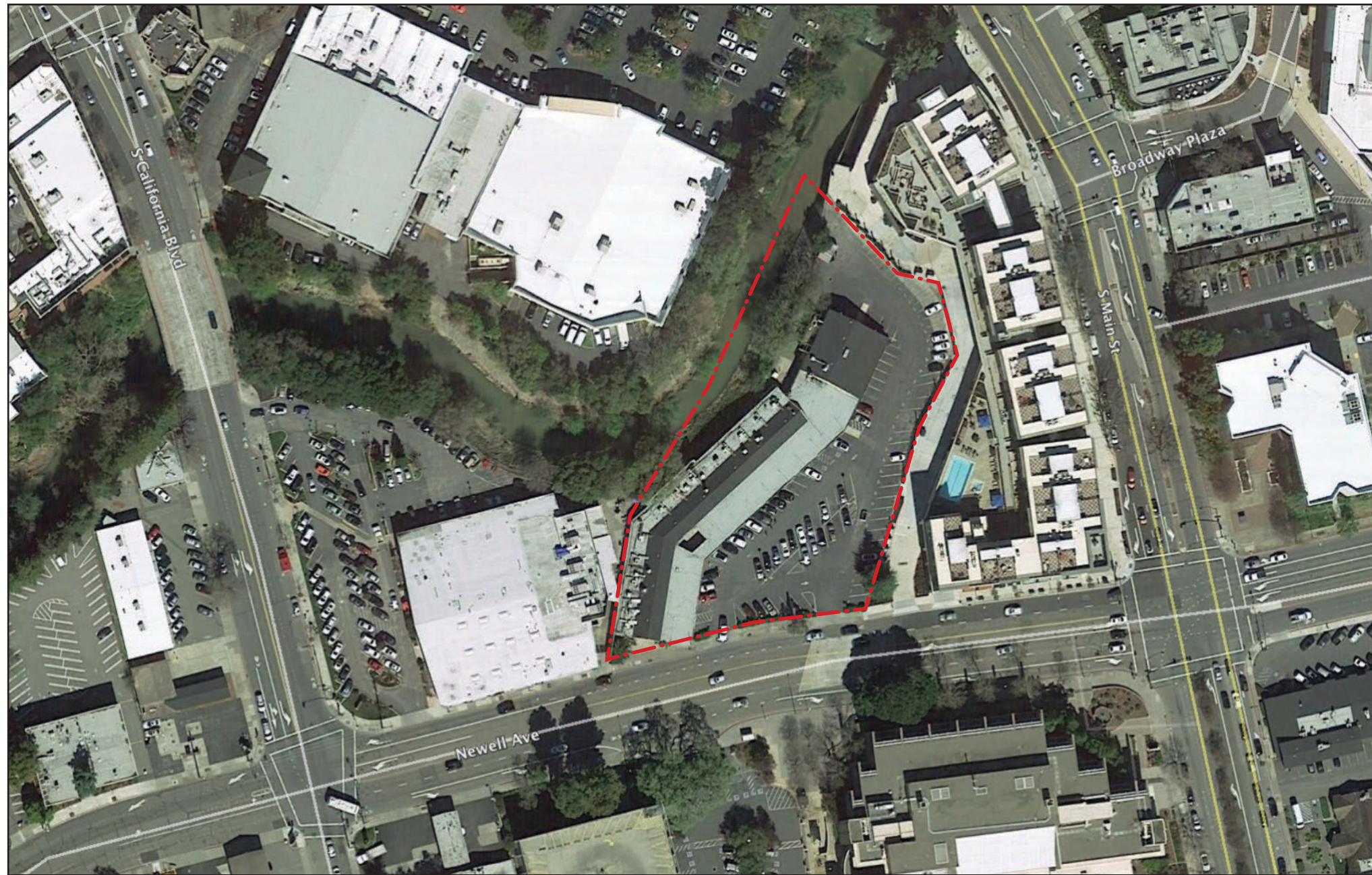
Building Update
Updated Center frontage including Core-ten rustic steel with exposed trellis sign backgrounds. Tenants identified with individual letters and logos illuminated with energy efficient LED's.

Blade signs complement the fascia by providing pedestrian level way finding.

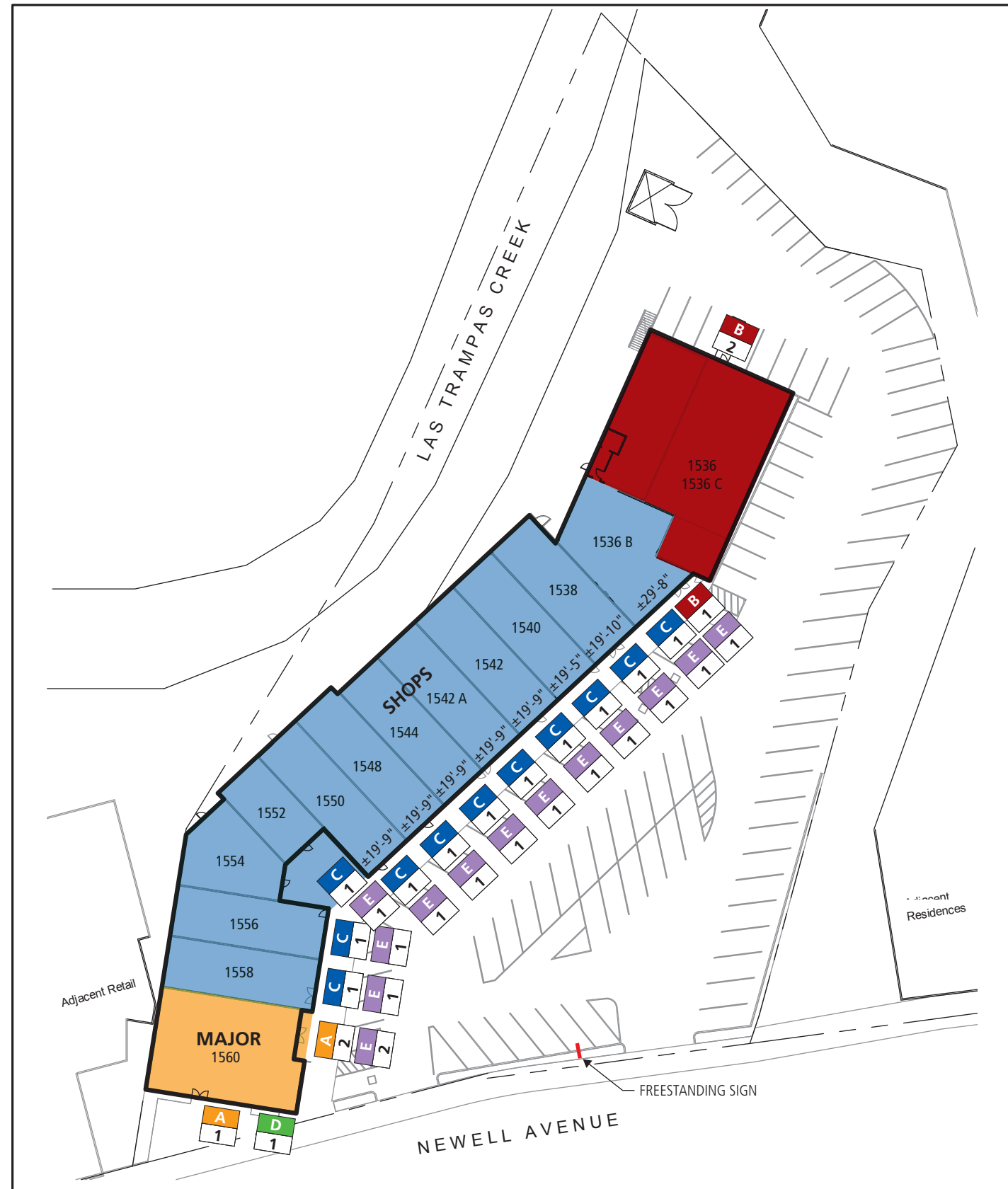


Pylon Update
Overall reduced sign area to 30SF the new contemporary pylon design uses Core-ten rustic steel and colors to compliment the building update. In addition to the center name, three tenants were added to provide majors with additional street exposure.

Vicinity Map



Site Map



LEGEND

- Major 1
- Major 2
- Shops
- Blade Sign
- Under Canopy Sign



Contact List

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City of Walnut Creek

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Introduction

The amendment of the Master Sign Program (MSP) is to revise and compliment the signage in accordance with the redevelopment of the Newell Promenade building appearance and property. The objective is to encourage high quality and unique signage, which is an integral part of the architecture of the building using a consistent and uniform sign standard, and to maintain the aesthetic quality of the property along with the community standards of the City of Walnut Creek. The intent of this MSP is to insure that tenant signage on this property is designed and executed in a manner which will achieve these objectives while providing appropriate identification of Tenant's businesses, including incorporation of corporate identification where applicable. The design of all graphics will be carefully considered in relation to the site architecture and landscaping, as well as to the specific context of the location within the project. In cases not covered by The Newell Promenade Master Sign Program the prevailing criteria found within the City of Walnut Creek Municipal Code shall prevail.

Submittal & Approval Process

1. Submittal to Landlord

Prior to sign fabrication and application for City approval of permits, each Tenant shall submit to the Landlord for approval at least three (3) complete sets of detailed design and shop drawings including the following:

- a. Elevation of storefront illustrating the proposed sign design and all dimensions as they relate to the storefront elevation of Tenant's premises; Fully dimensioned and scaled shop drawings. Sign elevation must be rendered in color and must specify exact dimensions (including line spacing), copy, layout, materials, colors, method of attachment, illumination, electrical and all other details pertinent to the sign construction, as well as all sign area square footage calculation(s) in compliance with this criteria.
- b. Sign section detail through the letter and/or logo shall show the dimensioned projection of the face of the letter and/or logo and method / specification of illumination. Letters and/or logo sign details must be accurately dimensioned including line spacing.
- c. Approval or disapproval of sign submittal shall remain the sole right of the Landlord or his chosen representative. If submittal are disapproved, then Tenants must submit revised plans until Landlord's approval is obtained.

2. City Submittal

A full set of final plans must be approved and stamped by the Landlord prior to permit application or sign fabrication. Following Landlord's approval of the proposed signage, Tenant or his agent must submit an application to the City for all permits for fabrication and installation by a licensed and bonded sign contractor.

- a. Each Tenant shall be responsible for the fulfillment of all requirements of these Criteria and of government agencies with jurisdiction and approved specifications.
- b. All City coordination with respect to approvals and permits for signs and their installation shall be obtained by the Tenant or his/her Representative, at his/her sole expense.
- c. Any changes requested by the City regarding design or intent must be also cleared by Landlord before submittal to City.
- d. The Landlord has final approval for design and content of tenant signage in accordance with the City Sign Regulations or Zoning Ordinance.

3. Approval and Commencement

Tenant and his sign contractor shall not be permitted to commence installation of the exterior sign unless all of the following conditions have been met:

- a. A stamped set of final drawings reflecting the Landlord's and the City's approval shall be obtained from each party.
- b. The Landlord must receive the sign installer's and/or sign company's Certificate of Insurance and Business License.
- c. The Landlord must receive and approve the sign installer's and/or sign company's schedule for installation of signage.
4. Modifications
In the event Tenant wishes to change its exterior sign anytime during the term of its lease, then Tenant must comply with the requirements set forth herein and any future modifications, revisions or changes which have been made to the criteria for the property after the execution of its lease agreement.

Sign Construction Conditions

1. All electrical signs shall be UL compliant and carry the certified and registered UL label affixed to sign cabinet in a place where it is visible at pedestrian level.
2. The sign contractor shall be responsible for the fulfillment of all the requirements and specifications, completing the installation in a workman-like manner, and cleaning up, patching and painting any surfaces damaged by the installation to original building specifications.
3. All sign fabrication work shall be of excellent quality. All logo images and type styles shall be accurately reproduced. Landlord reserves the right to reject any fabrication work deemed to be below standard or misrepresents approved drawing designs.
4. Signs must be made of durable rust-inhibited materials that are appropriate and complimentary to the building.
5. Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free of dust, ripples, weld marks, orange peel, drips and runs, and shall have uniform surfaces conforming to the highest standards of the industry.
6. All signage with concealed lighting shall be appropriately sealed with no visible light leaks.
7. All electrical devices, raceways and conduits must be concealed and/or located within the Tenant's space.
8. Mounting pins and brackets must be as streamlined and painted to match the adjacent building or sign, where applicable.
9. Fasteners and attachment connection must be concealed.
10. Manufacturers' identification labels and UL labels should be in a inconspicuous location.
11. All metals to be painted with the highest quality automotive polyurethane paint, unless otherwise specified. Tenant's sign contractor is required to specify and execute a sign painting application that yields the longest life with the least likelihood of paint fading and peeling. Paint must withstand exterior weather conditions, and be sprayed to a smooth finish, not brushed on.
12. Landlord reserves the right to disapprove designs which are deemed offensive by community standards, are non-conforming to sign standards as outlined in this document, or deemed not demonstrating adequate design proficiency by landlord.
13. Upon termination of the Lease, the tenant shall leave the facade wall, awning, glazing or hanging sign in good condition. Without limitation, the tenant shall be specifically required in a workman like manner to all remove installed signage, fill all holes, and terminate all electrical wiring per prevailing codes. At the Landlord discretion, the tenant is required to restore a consistent look and color to match the surrounding facade. The tenant is required at its sole cost and expense to replace all store frontage glass areas that can not be fully restored.

Approved Sign Types & Definitions

Approved sign types are outlined here to provide guidance and expectations to tenant exterior building signage. Approved types may be combined with each other as a method of design and creativity is strongly encouraged. Design approval by Landlord/City is conditional and is based on merit of design, workmanship/materials, size and placement.

1. Illuminated Pan Channel Letters/Logos
Pan channel construction is defined as fabricated dimensional signs that have translucent backs. Signs are internally illuminated with LEDs.
2. Blade & Under Canopy Signs
Blade signs are vertically mounted projecting signs attached to the exterior of buildings walls. Under Canopy are pedestrian orientated signs hanging within a walkway.
3. Window Signs
Tenants are allowed vinyl film window graphics on lower windows, doors and sidelight glass glazing, but are limited to up to 15% of the specific window area for graphics. Window graphics are not allowed on the upper windows, above the transom structure. Window graphics should only contain business name, secondary copy pertaining to business services, hours of operation or just graphics. Business name / logo may be allowed to span across adjacent windows as necessary. No sales events or messages not pertaining to business name or services will be allowed. Landlord reserves the right to review content and design prior to application.

Prohibited Sign Types

1. Signs using flashers, scintillating / chasing bulbs or moving elements.
2. Blimps or Balloons. Tethered aerial devices for advertising.
3. Painted Signs. Signs or advertising painted on any exterior tenant wall.
4. Window signs shall not include repetitive signage or visual clutter.
5. Single face box or cabinet signs with retainer and illuminated plastic faces.
6. Changeable Letter Boards.
7. Signs displaying LED screens with changeable graphics / copy are not allowed on the tenant frontage or visible through the exterior window glazing.



Face Illuminated Pan Channel Letters / Logo



Non-Illuminated Blade & Under Canopy Signs



Window Signs

Major 1 & Shop Tenant Elevations



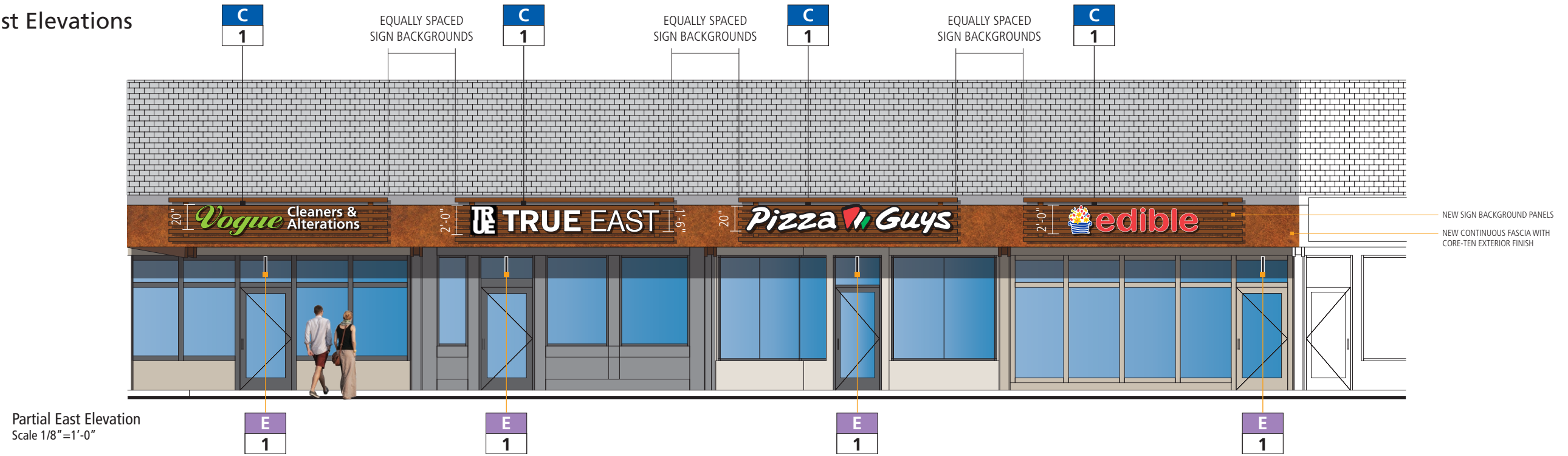
South Elevation
Scale 1/8"=1'-0"



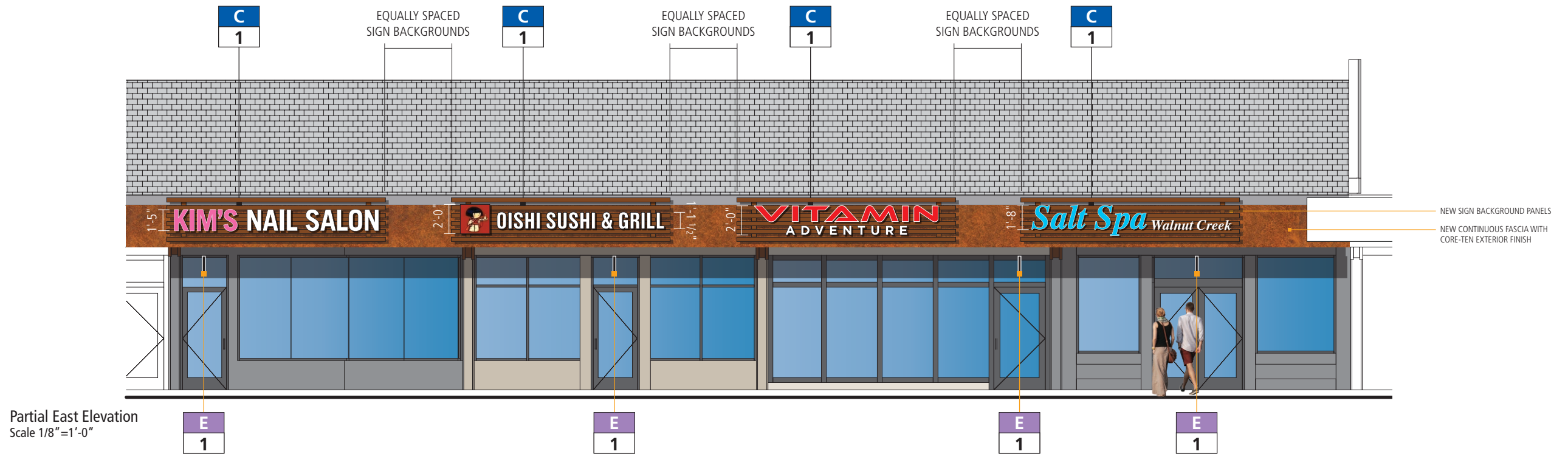
East Elevation
Scale 1/8"=1'-0"

Tenant graphics are for reference only. Final layouts to be provided by the tenants and subject to review and approval by the Landlord and the City of Walnut Creek

Shop Tenant East Elevations



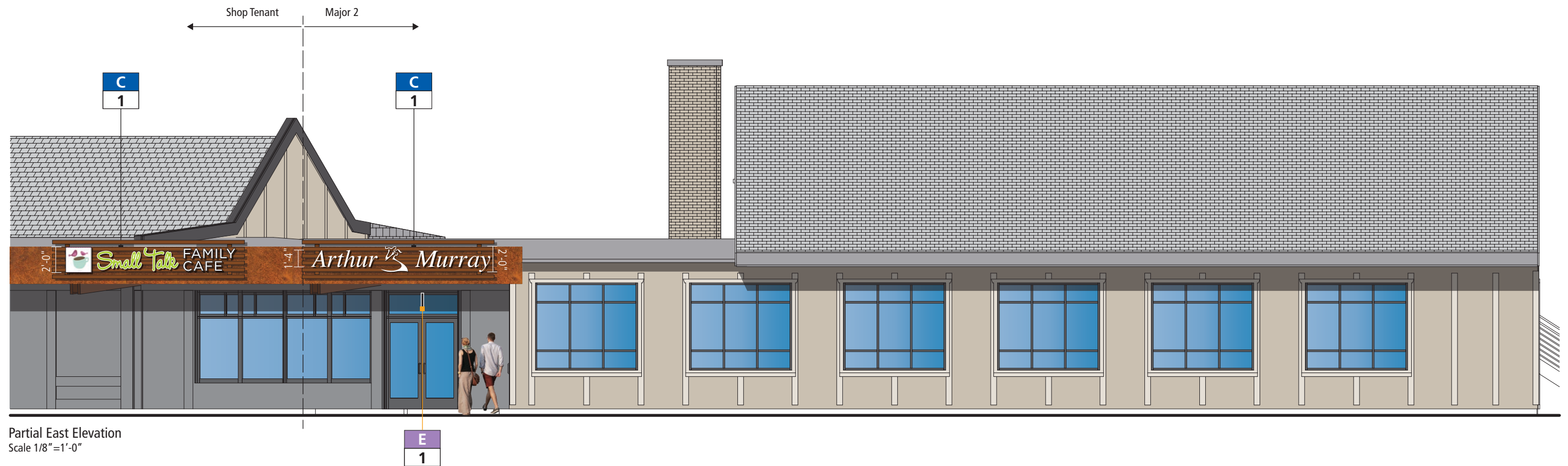
Partial East Elevation
Scale 1/8"=1'-0"



Partial East Elevation
Scale 1/8"=1'-0"

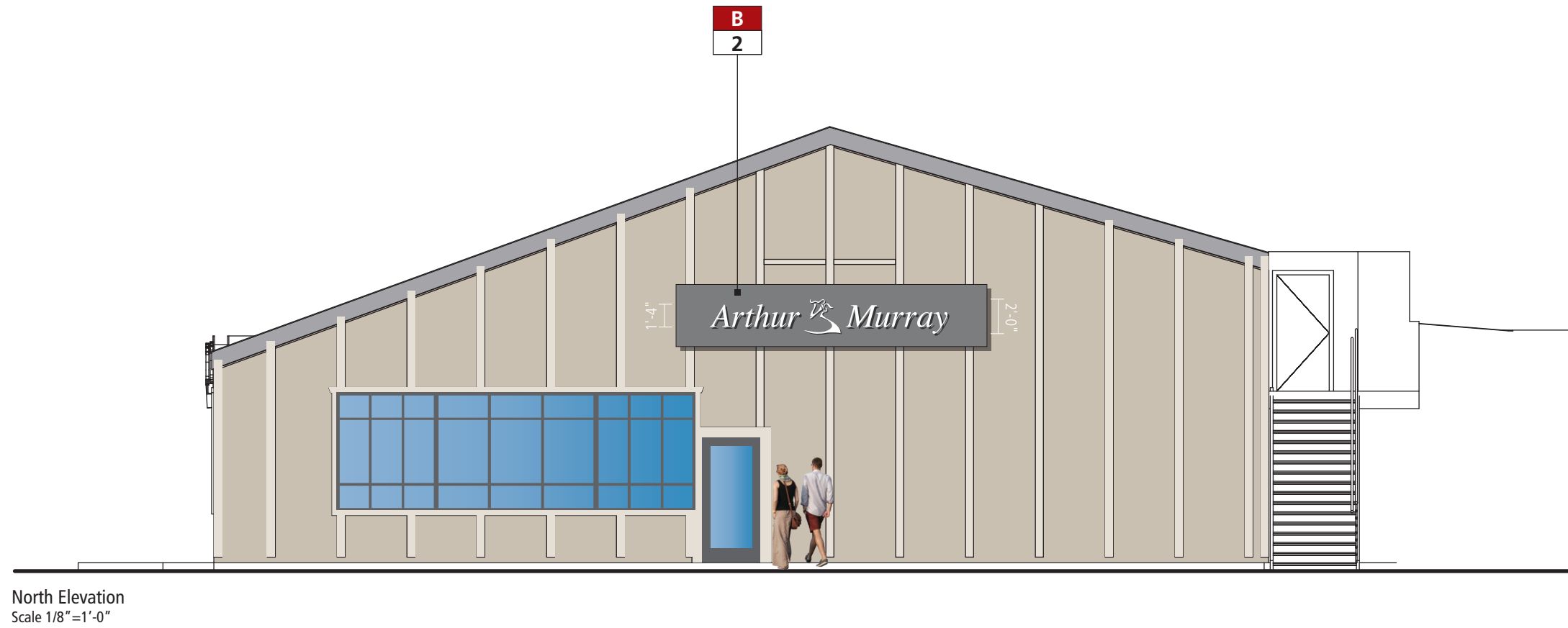
Tenant graphics are for reference only. Final layouts to be provided by the tenants and subject to review and approval by the Landlord and the City of Walnut Creek

Major 2 & Shop East Tenant Elevations



Tenant graphics are for reference only. Final layouts to be provided by the tenants and subject to review and approval by the Landlord and the City of Walnut Creek

Major 2 North Elevation

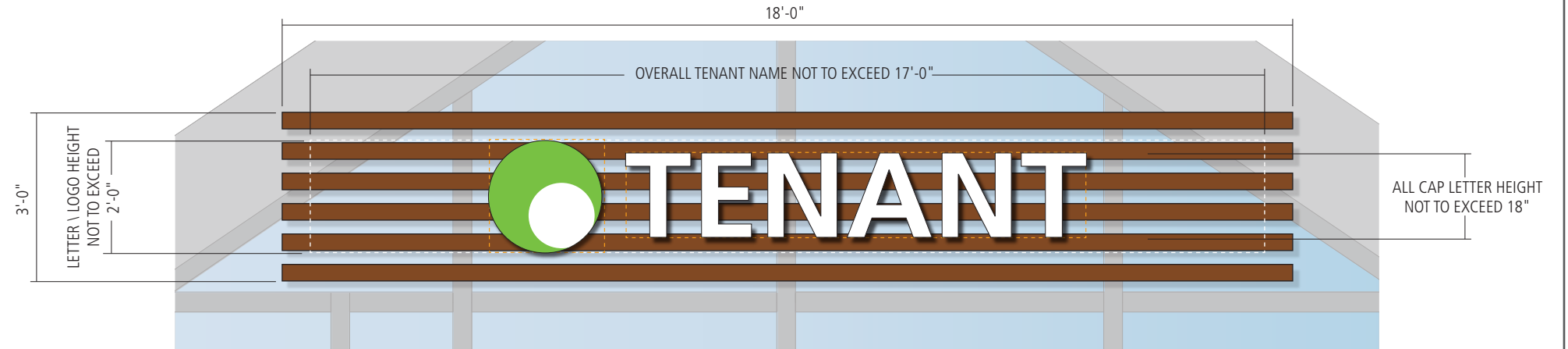
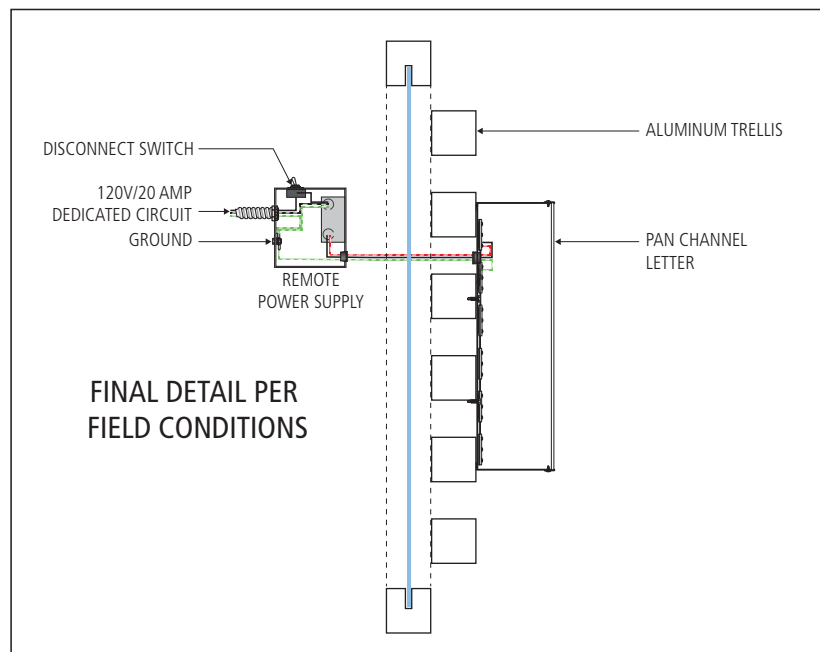


Tenant graphics are for reference only. Final layouts to be provided by the tenants and subject to review and approval by the Landlord and the City of Walnut Creek

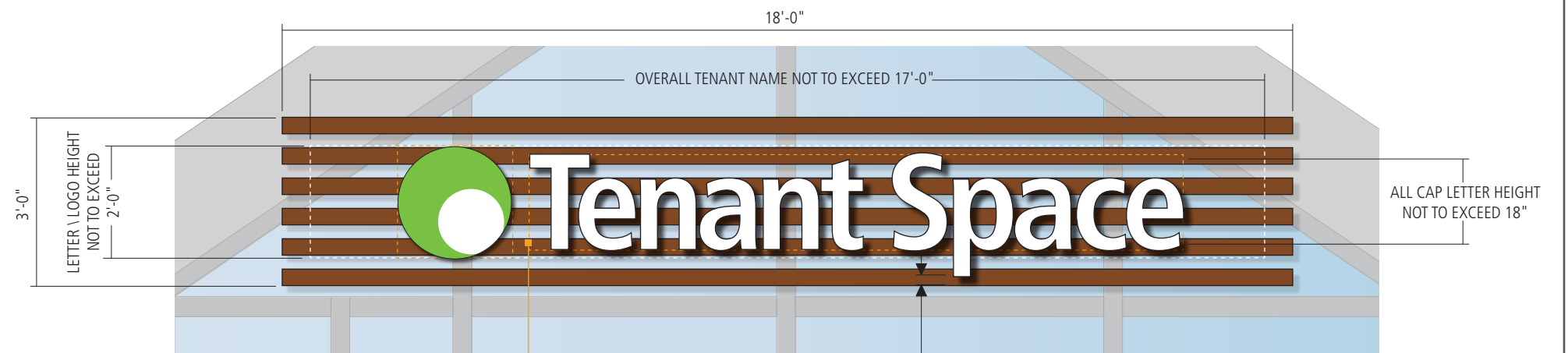
A
1 Sign Area Calculations & Background Specifications

Sign Area Calculation 1:1.5

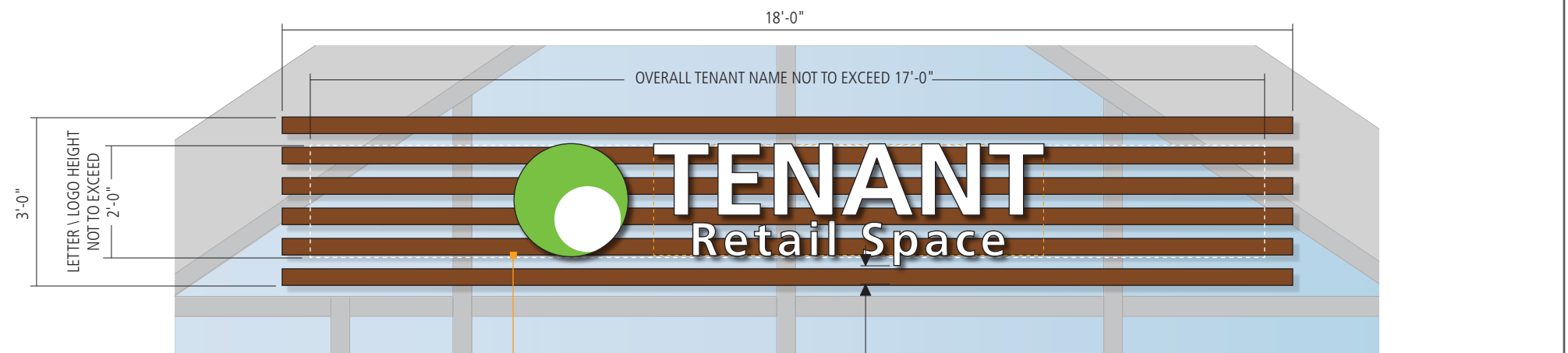
1. Sign area to be calculated as 1.5 square foot of sign area to 1 linear foot of leased frontage per tenant. Uniform rectangular background shall not be included as sign area.
2. Overall height not to exceed 2'-0". Overall sign length not to exceed 17'-0".
 - A. Logo height not to exceed 24" in height.
 - B. Tenant name using all upper case letters not to exceed 18" in height.
 - C. Tenant name using upper and lowercase letters not to exceed 20" in height.
3. The sign area is calculated by measuring the simple-most geometric box that can be placed around the sign design.
4. Ascenders or descenders not applicable to letter height and area calculations but must maintain a minimum of 2" from edge of sign background.
5. Background trellis design to accommodate final elevation specifications and subject to approval by the Landlord and the City of Walnut Creek. All paint finishes to be Matthews polyurethane satin finish or equal. Uniform and continuous seams. No visible fasteners.
6. The Uniform background to meet all dimensions, materials and color specifications as specified within this MSP. Any variance must be approved by the landlord and the City of Walnut Creek.
7. Power supplies / transformers to be located behind the sign background.
8. Construction methods to comply with U.L. Electrical and local/state building code standards.



A
1 Logo with all upper case letters



A
1 Logo with all upper & Lower case letters

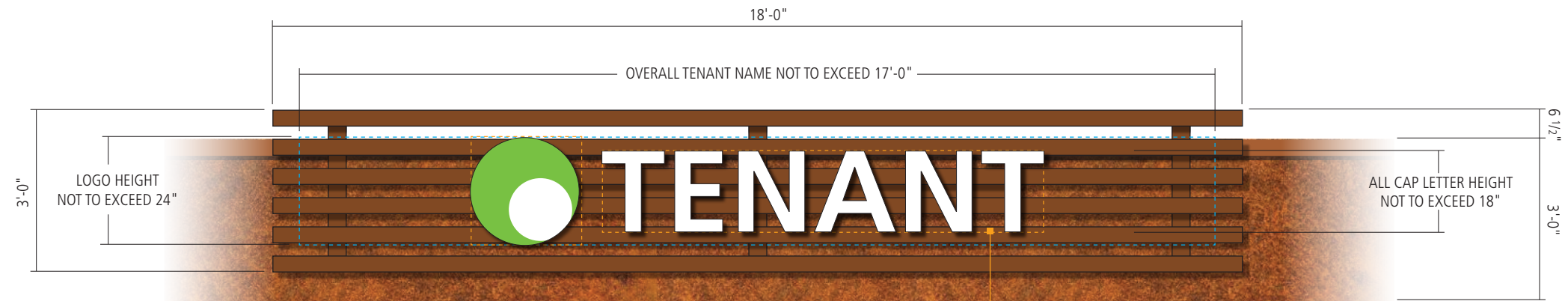
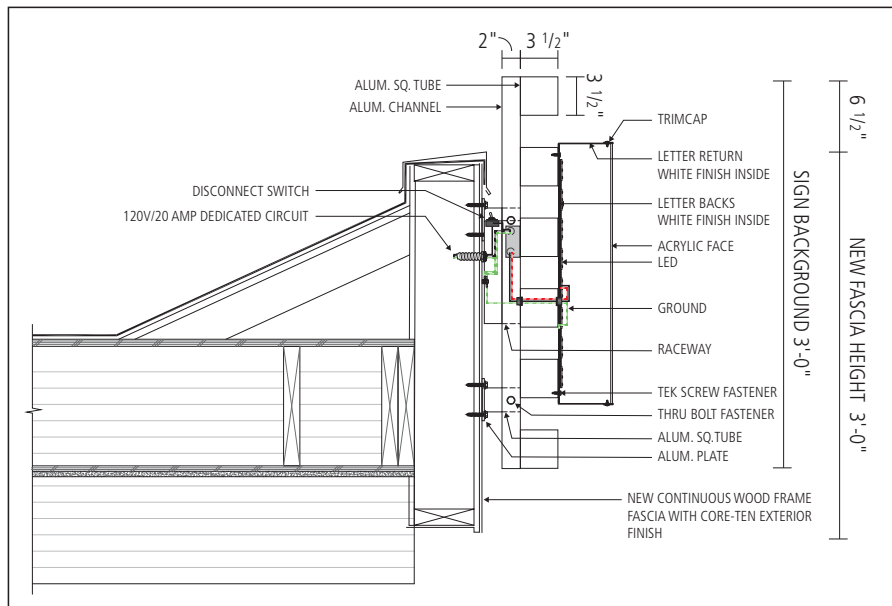


A
1 Logo with multiple line & mixed letter case

A
2 Sign Area Calculations & Background Specifications

Sign Area Calculation 1:1.5

1. Sign area to be calculated as 1.5 square foot of sign area to 1 linear foot of leased frontage per tenant. Uniform rectangular background shall not be included as sign area.
2. Overall height not to exceed 2'-0". Overall sign length not to exceed 17'-0".
 - A. Logo height not to exceed 24" in height.
 - B. Tenant name using all upper case letters not to exceed 18" in height.
 - C. Tenant name using upper and lowercase letters not to exceed 20" in height.
3. The sign area is calculated by measuring the simple-most geometric box that can be placed around the sign design.
4. Ascenders or descenders not applicable to letter height and area calculations but must maintain a minimum of 2" from edge of sign background.
5. The Uniform background to be fabricated aluminum painted with Matthews polyurethane satin finish. Uniform and continuous seams. No visible fasteners.
6. The Uniform background to meet all dimensions, materials and color specifications as specified within this MSP. Any variance must be approved by the landlord and the City of Walnut Creek.
7. Power supplies / transformers to be located behind the sign background.
8. Construction methods to comply with U.L. Electrical and local/state building code standards.



A
2 Logo with all upper case letters



A
2 Logo with all upper & Lower case letters

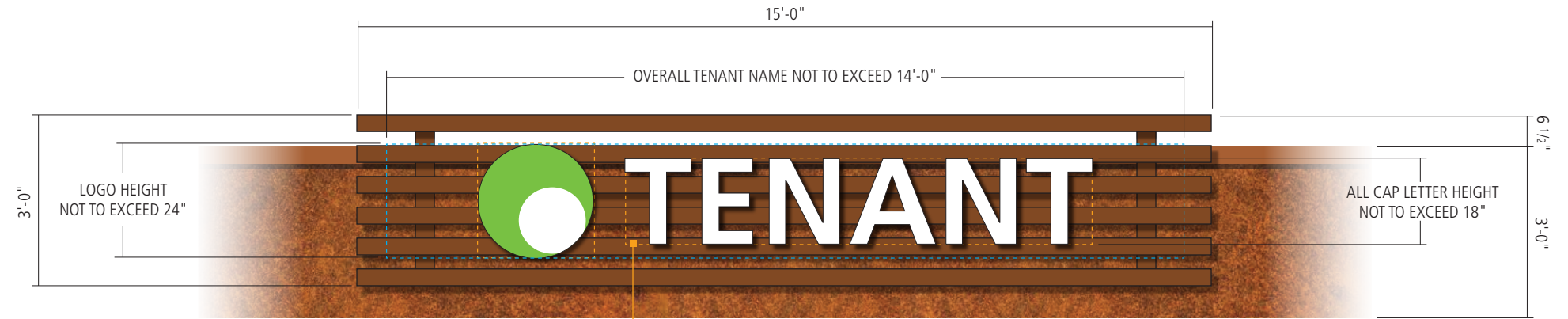
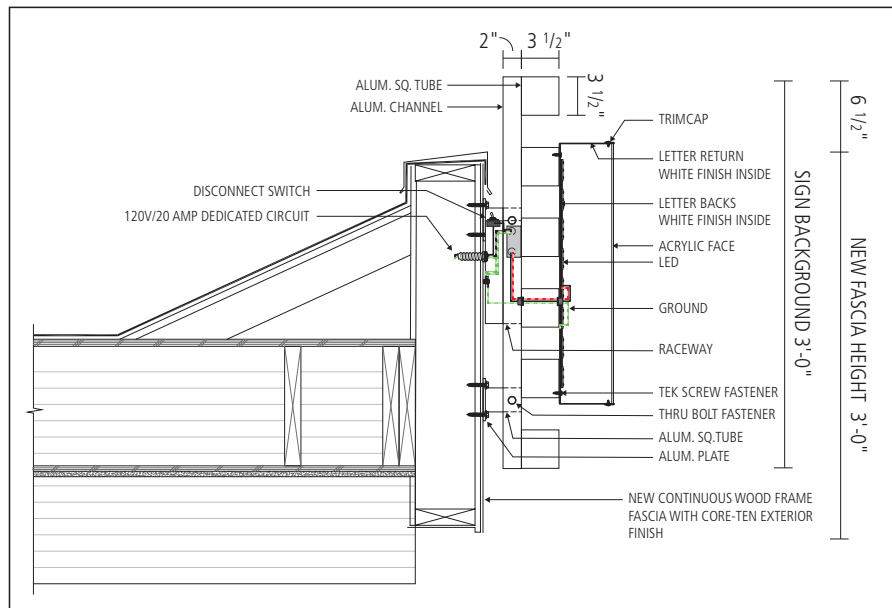


A
2 Logo with multiple line & mixed letter case

C 1 **B 1** Sign Area Calculations & Background Specifications

Sign Area Calculation 1:1.5

1. Sign area to be calculated as 1.5 square foot of sign area to 1 linear foot of leased frontage per tenant. Uniform rectangular background shall not be included as sign area.
2. Overall height not to exceed 2'-0". Overall sign length not to exceed 14'-0".
 - A. Logo height not to exceed 24" in height.
 - B. Tenant name using all upper case letters not to exceed 18" in height.
 - C. Tenant name using upper and lowercase letters not to exceed 20" in height.
3. The sign area is calculated by measuring the simple-most geometric box that can be placed around the sign design.
4. Ascenders or descenders not applicable to letter height and area calculations but must maintain a minimum of 2" from edge of sign background.
5. The Uniform background to be fabricated aluminum painted with Matthews polyurethane satin finish. Uniform and continuous seams. No visible fasteners.
6. The Uniform background to meet all dimensions, materials and color specifications as specified within this MSP. Any variance must be approved by the landlord and the City of Walnut Creek.
7. Power supplies / transformers to be located behind the sign background.
8. Construction methods to comply with U.L. Electrical and local/state building code standards.



C 1 **B 1**

Logo with all upper case letters



C 1 **B 1**

Logo with all upper & Lower case letters



C 1 **B 1**

Logo with multiple line & mixed letter case

Existing Center Elevation and
Proposed Center Update



Existing Center



Proposed Center Update

D
1

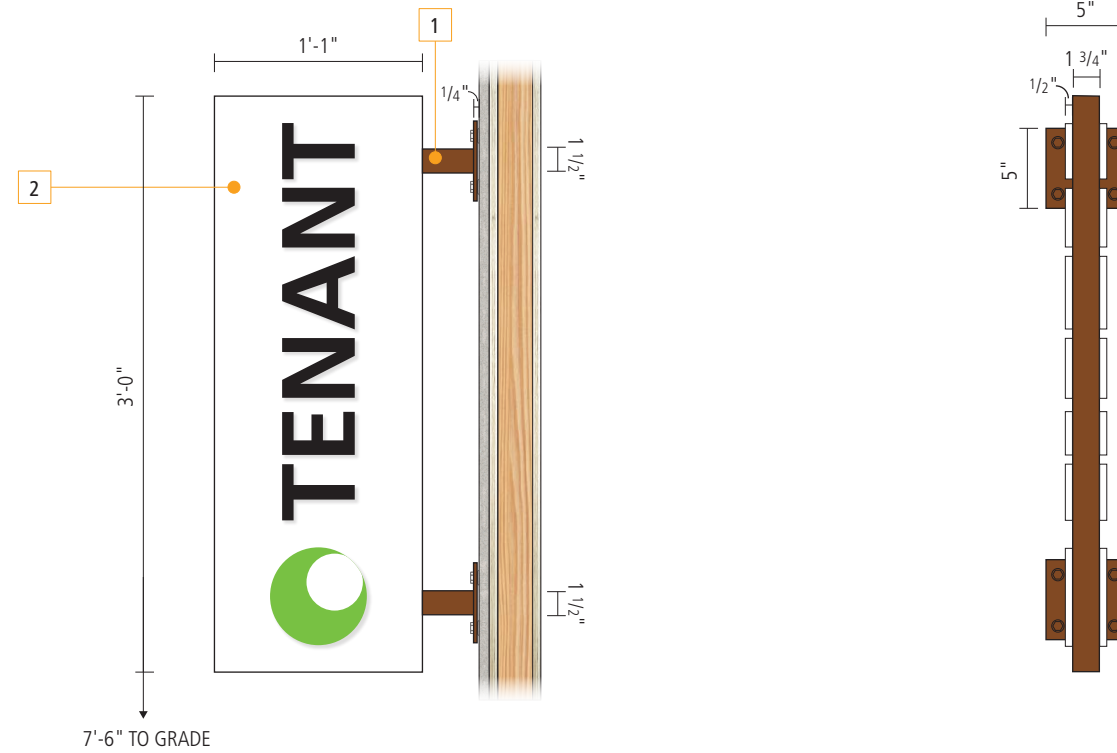
E
1

Blade & Under Canopy Area Calculations Background Specifications

Sign Area Calculation 4

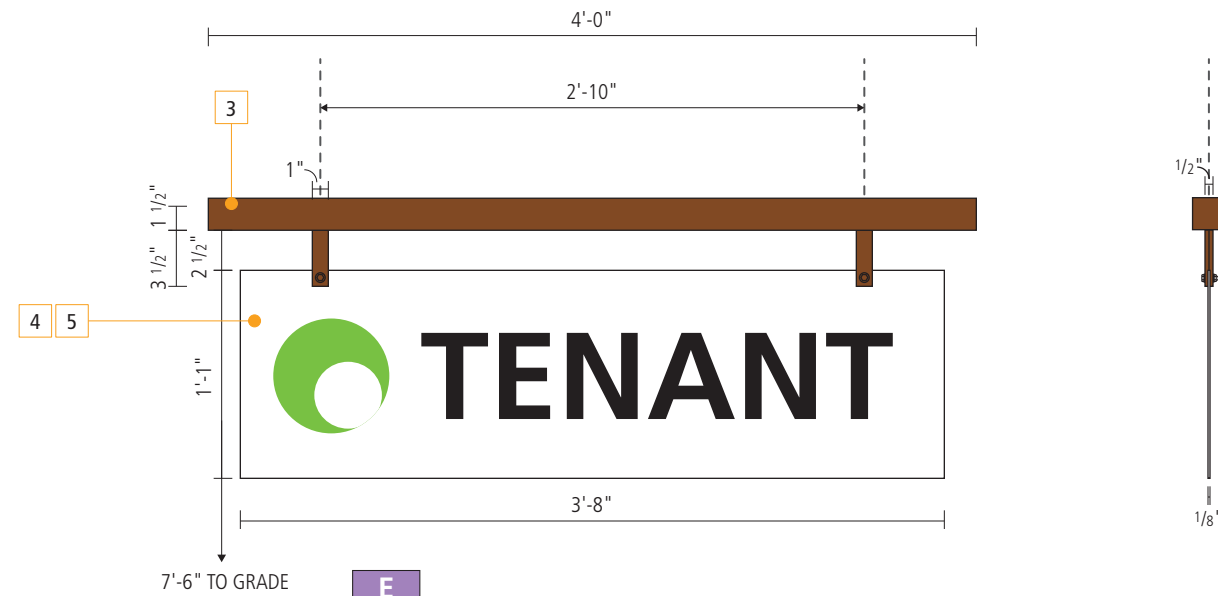
Double faced Non-illuminated Blade sign

1. Fabricated aluminum construction, paint to match tenant color specifications. Attachment points per wall conditions and to meet all code requirements. Subject to review and approval by the Landlord and the City of Walnut creek.
2. Tenant graphics to be 1/2" flat cut out acrylic with painted finish per tenant color specifications. Vinyl graphics are allowed if letter height or graphics are too small for dimensional manufacturing. All finishes to be satin.
3. Fabricated aluminum construction, paint to match uniform color specification provided by Landlord. Suspend from canopy with stainless steel aircraft cable.
4. 1/8" Aluminum sign background, paint to match tenant color specifications. Graphics to be applied 3M vinyl film.
5. Under Canopy signs to be located directly adjacent to tenant entry door.



D
1

Double faced Non-illuminated Blade sign



E
1

Double faced Non-illuminated Under Canopy sign

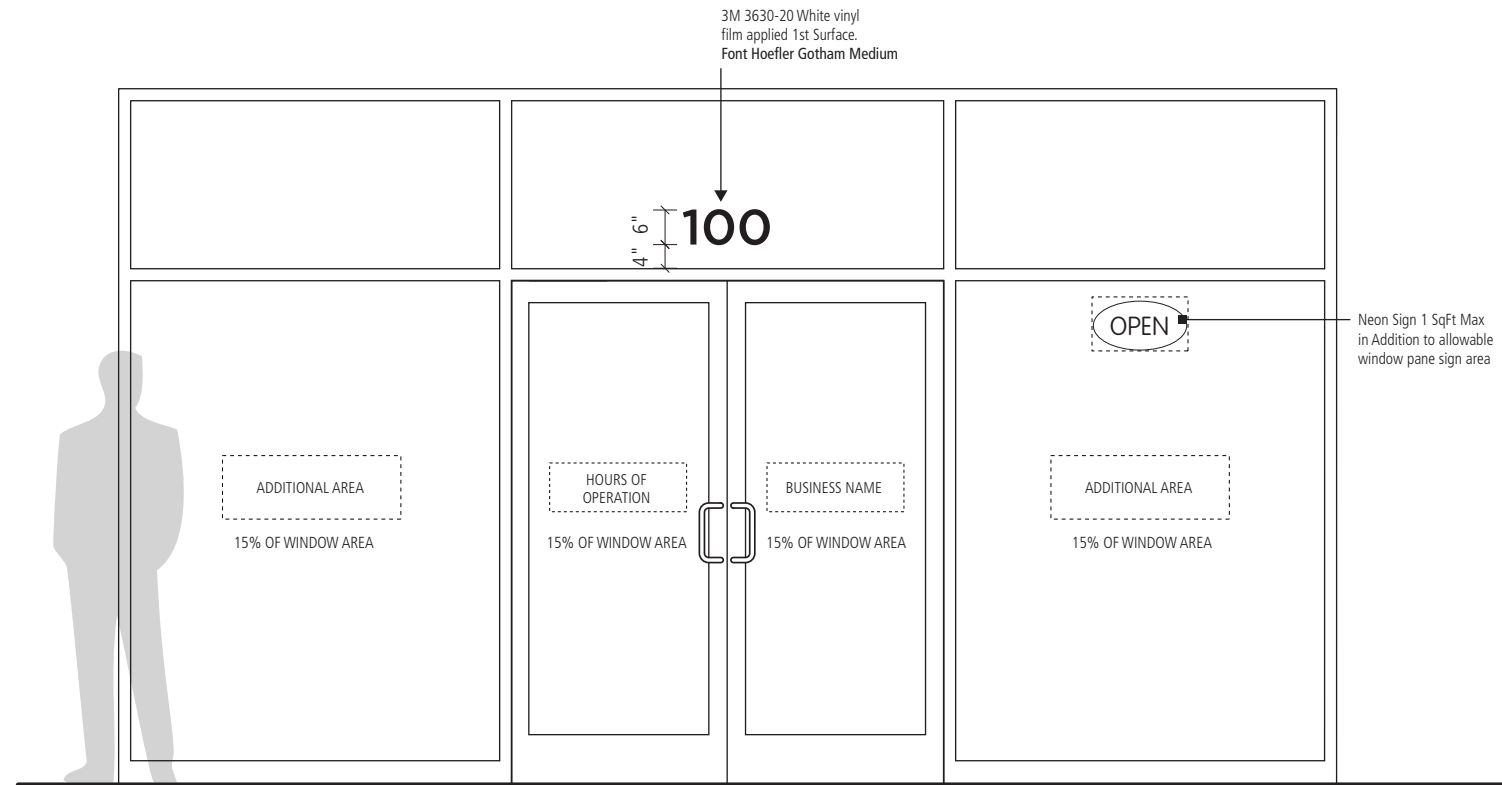
Entry Doors and Window Signs

Total Allowable Sign Area 15%

1. Window signage shall be permitted on 15% of the window area per pane to which the signage is placed.
2. Electric "OPEN" signs Neon or L.E.D. may be allowed on inside of window at Landlord's discretion and approval, but must not be flashing or animated. Sign area is limited to 1 Sqft., in addition to the calculated window sign area.
3. Allowable signs to be restricted to suite address, company name or logo, business hours and contact phone numbers only.

Advertising, Product Information, POP Ads, Menu's, Holiday Decoration etc., are prohibited.

4. Suite address to be 6" tall with 1/2" stroke. (or Per Fire Code). Address to be centered over entrance.



Freestanding Marquee Sign

ID
1

Total Allowable Sign Area 30 SF
Height 18'-0"

- 1 Structure
New steel tube with base plate and gussets. Paint to match projects color palette. (Existing footing to be determined).
- 2 Background
Core-ten steel to match projects material/color palette
- 3 Identity Cabinet
Fabricated aluminum paint to match projects color palette. Letters to be 1/2" clear acrylic push with 3M Translucent white vinyl film. LED illuminated.
- 4 Tenant Cabinet
Fabricated aluminum paint white, satin finish. Dividers to be fabricated aluminum paint to match projects color palette Tenant copy and/or logo's to be 1/2" clear acrylic push thru with applied 3M vinyl film. LED illuminated.



30 SF Sign Area



Existing Sign



Proposed Sign

Existing Sign Criteria

WALNUT CREEK DESIGN REVIEW COMMISSION
RESOLUTION NO. 1863
DESIGN REVIEW APPLICATION NO. 0437
NEWELL PROMENADE MASTER SIGN PROGRAM

Section 1. Findings.

1. On August 19, 1992 the Walnut Creek Design Review Commission held a hearing to consider a request for approval of a comprehensive sign program for the Newell Center (Newell Promenade) shopping center located at 1540-1560 Newell Avenue. The zoning is P-R (Pedestrian Retail).
2. 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.
3. This project is consistent with the General Plan and Zoning and other City development standards which regulate development on this site.
4. The proposal of individual, internally illuminated cabinet signs presents a cleaner approach to signage in this shopping center. The program brings a unifying element to the otherwise outdated shopping center's architecture.
5. The individual tenant signs proposed are somewhat excessive in height.
6. The proposed Taxi's sign on the fascia facing the parking lot is not in conformance with the other individual tenant signs. However, Taxi's is considered an anchor tenant which can be afforded an exception in this instance. The sign's design, coloring and placement are unique and are justified.
7. The use of external neon on the Taxi's signs are not consistent and are out of character with the rest of the shopping center.
8. The existing freestanding sign never received design review approval. However, it will be consistent with the overall sign program with a face change and repainting.
9. The use of neon within the Taxi's tenant space shall be restricted to reflect internal decor only. This neon shall not be directed outside at the traveling or pedestrian public in an advertising manner.
10. 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 9 above.

Walnut Creek Design Review Commission
Resolution No. 1863
DR 0437 - Newell Promenade Sign Program

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Section 2. Decision. Based on the findings as set forth above, this Commission hereby grants approval of Design Review Application No. 0437 as shown on the plans labeled "Exhibit A of Design Review No. 0437" and the material/color palettes labeled "Exhibit B of Design Review Application No. 0437" subject to the following conditions:

1. A written sign program which outlines all parameters and conditions set forth by this approval shall be reviewed and approved by staff and made available to all tenants.
2. All neon proposed for the two Taxi's signs shall be encased. No external neon shall be permitted on these signs.
3. Tenant signs shall use ~~coated plastic over plastic as opposed to~~ cut vinyl over plastic as proposed.
4. The existing freestanding sign shall be re-faced only. Its cabinet shall be painted to match the bronze returns of the tenant signs. A proposal for such modification shall be approved by staff and all work completed within 90 days of this approval or prior to the issuance of a certificate of occupancy for Taxi's, whichever occurs first.
5. Tenant signs shall be limited to three colors (burgundy, green and blue.) No red is permitted. The black, yellow and red used by Taxi's is considered a permitted exception to the sign program and shall be allowed for Taxi's only. No other tenants in the shopping center or future tenants in this space shall be allowed to use these colors without prior Design Review Commission approval.
6. No neon within any tenant space and directed towards the public right-of-way or parking lot shall be located within three feet of all exterior glass without prior Design Review Commission approval.
7. The tenant in the far north space (former restaurant), shall be limited to two signs only - one on each frontage.
8. All individual cabinets shall be limited to 27" in height. In no event shall the top of the cabinet project more than 3" above the overhang. The bottom of each cabinet shall be mounted in such a way so as to be flush with the bottom of the overhang. In no event shall a sign exceed 75% of the tenant frontage or a maximum of 24', whichever is smaller. All sign lettering shall be limited to 18".
9. All neon proposed on Taxi's fascia shall be encased within the aluminum channel as presented on details submitted at the meeting.
10. A building permit must be issued or a request for a one-year extension must be filed with the Community Development Department by August 19, 1993 and subsequently approved by the Design Review Commission 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 active construction shall have commenced prior to the expiration of the building permit.

Walnut Creek Design Review Commission
Resolution No. 1863
DR 0437 - Newell Promenade Sign Program

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

PASSED AND ADOPTED ON August 19, 1992 by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Kimbrell and seconded by Commissioner Kaplan.

Ayes: Kimbrell, Kaplan
Noes: Johnson
Abstain: Kilian
Absent: Englund

David Wallace

DAVID WALLACE, Secretary
Walnut Creek Design Review Commission

doc #667 [nodder]

Existing Sign Criteria | Banner Amendment

WALNUT CREEK DESIGN REVIEW COMMISSION
RESOLUTION NO. 1951
SIGN REVIEW APPLICATION NO. 93-92 (0593)
THIMBLE CREEK SIGN PROGRAM EXCEPTION

Section 1. Findings.

1. On January 19, 1994 the Walnut Creek Design Review Commission held a hearing to consider a sign program exception for a new tenant within the far-most tenant space in the Newell Promenade Shopping Center (1536 Newell Avenue.) The proposal consists of four, suspended, 3' x 5' cloth banners mounted in a repeating pattern along the front elevation. In addition, a fifth banner would be mounted flush to the wall on the end elevation. The zoning is P-R (Pedestrian Retail.)
2. The Newell Promenade Shopping Center Sign Program was adopted by the Design Review Commission on August 19, 1992 per Resolution No. 1863 (DR 0437).
3. The Sign Subcommittee reviewed this application on December 16, 1993. The subcommittee supported the request for the sign exception as submitted due to the tenant being an anchor tenant and due to the tenant space's relative obscurity as compared with the other tenant spaces in the shopping center. It was also stated that the existing sign cabinet on the end elevation was somewhat small and out of scale with that end of the building. The applicants were encouraged to propose a larger sign solution for this elevation as opposed to utilizing the existing cabinet alone.
4. 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.
5. This project is consistent with the General Plan and Zoning and other City development standards which regulate development on this site. The sign proposal however, is not consistent with the adopted sign program for the shopping center as per Resolution No. 1863 which restricts this tenant space to two signs, one on each frontage. The total sign area proposed is 94 square feet where code allows a maximum of 166 square feet.
6. At the time of the original sign program approval, it was not anticipated that the subject tenant space would be further subdivided thereby limiting the potential fascia area available for signage. As a result of this space division and because of the building's angle, the applicant's storefront is more obscured from view as seen from both, Newell Avenue and the majority of the parking lot, than all other tenants in the shopping center. Restricting this tenant to fascia signage would severely limit its visibility from the parking lot area. Additional signage in the form of repeating, suspended banners as proposed is warranted.

Walnut Creek Design Review Commission
Resolution No. 1951
SR 93-92 - Thimble Creek Sign Program Exception

Page 2

7. The fifth banner proposed on the end elevation is warranted as being consistent in character, materials and color with the other banners and it attempts to create signage which is more in scale with that end of the building.
8. The dark green and white color combination of all banners is compatible with and matches two of the approved colors permitted by the previously approved shopping center sign program. The banners are also of a material which is appropriate for this type of business.
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 6 through 8 above.

Section 2. Decision. Based on the findings as set forth above, this Commission hereby grants approval of Sign Review Application No. 93-92 (0593), as shown on the plans labeled "Exhibit A of Sign Review No. 93-92" and the material palette labeled "Exhibit B of Sign Review Application No. 93-92" subject to the following conditions:

1. Any illumination of the banners on either building elevation shall be approved by the Design Review Commission prior to its installation.
2. A building permit must be issued or a request for a one-year extension must be filed with the Community Development Department by January 19, 1995 and subsequently approved by the Design Review Commission 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 active construction shall have commenced prior to the expiration of the building permit.

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

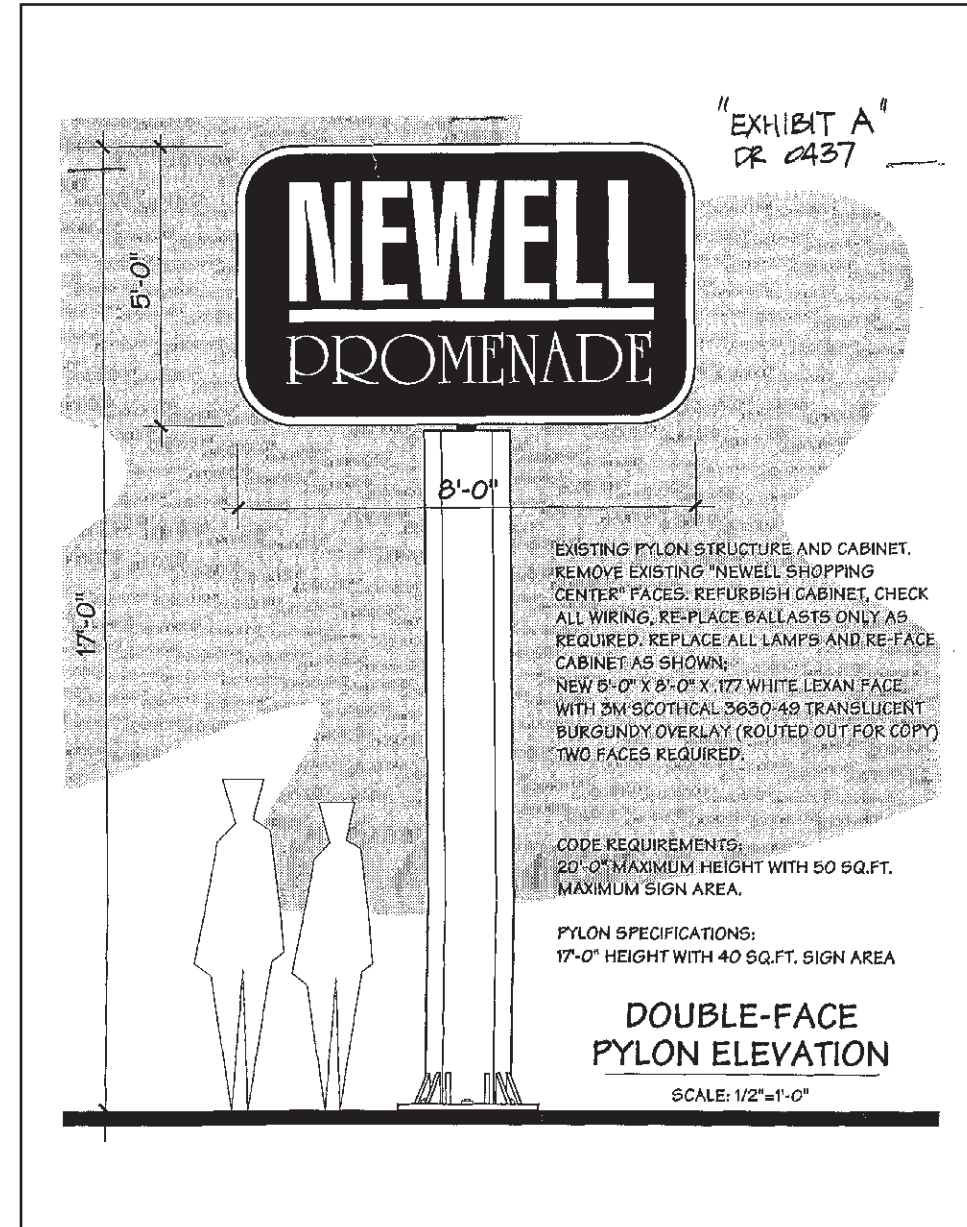
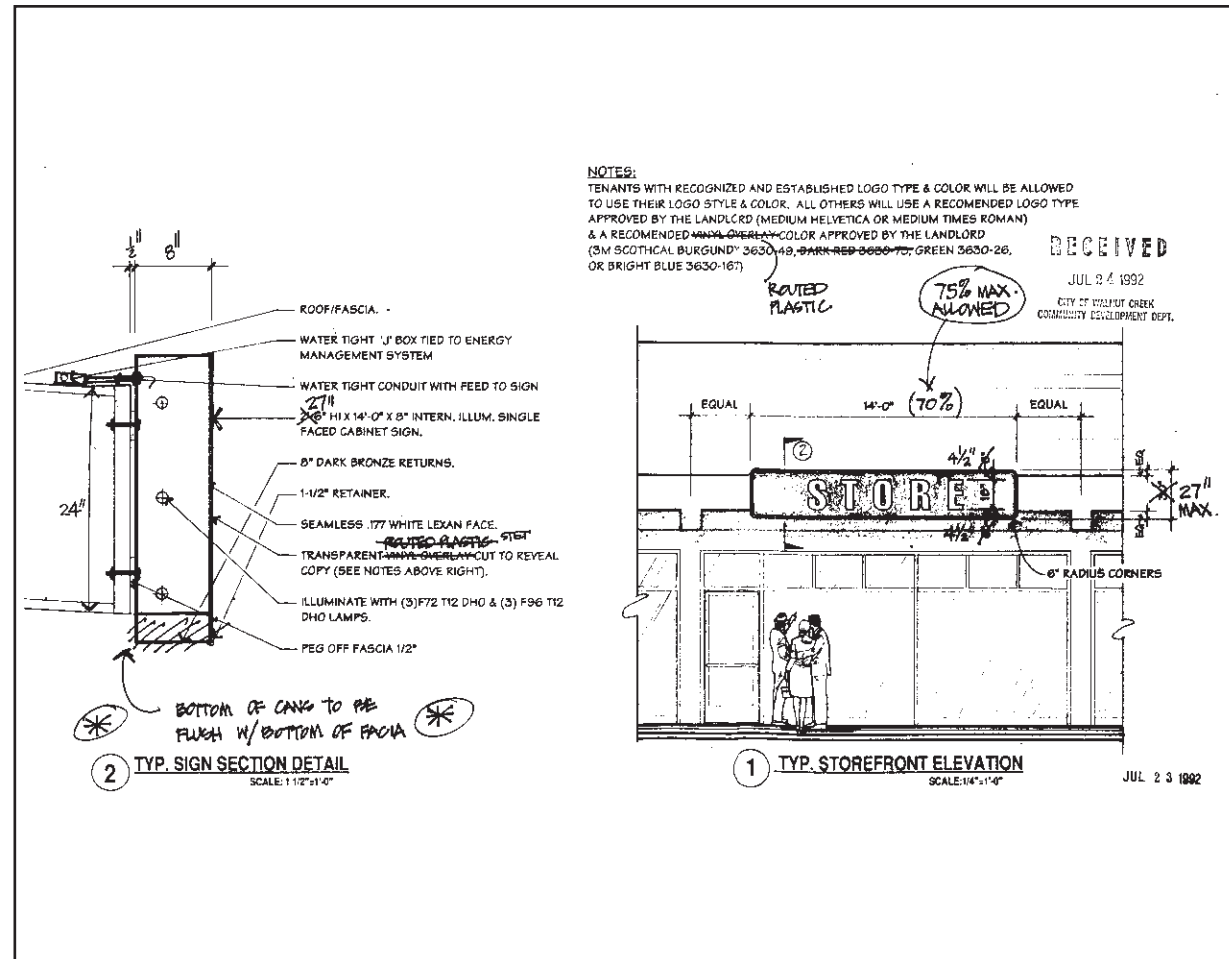
PASSED AND ADOPTED ON January 19, 1994 by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Englund and seconded by Commissioner Kaplan.

Ayes: Englund, Kaplan, Kimbrell, Kilian, Johnson
Noes: none
Absent: none

David Wallace
DAVID WALLACE, Secretary
Walnut Creek Design Review Commission

doc #902 [nodder]

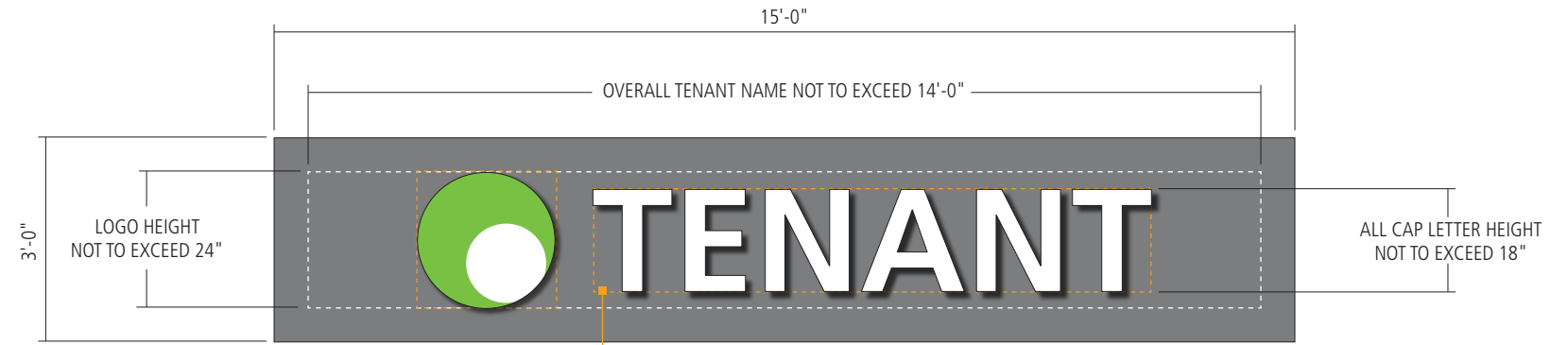
Existing Sign Criteria | Building & Freestanding Sign Exhibits



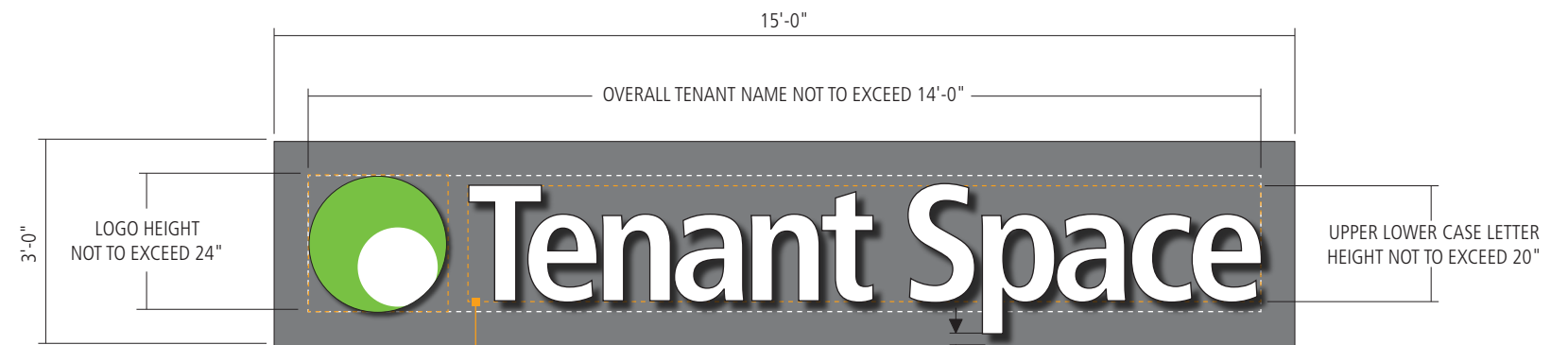
B
2 Sign Area Calculations & Background Specifications

Sign Area Calculation 1:1.5

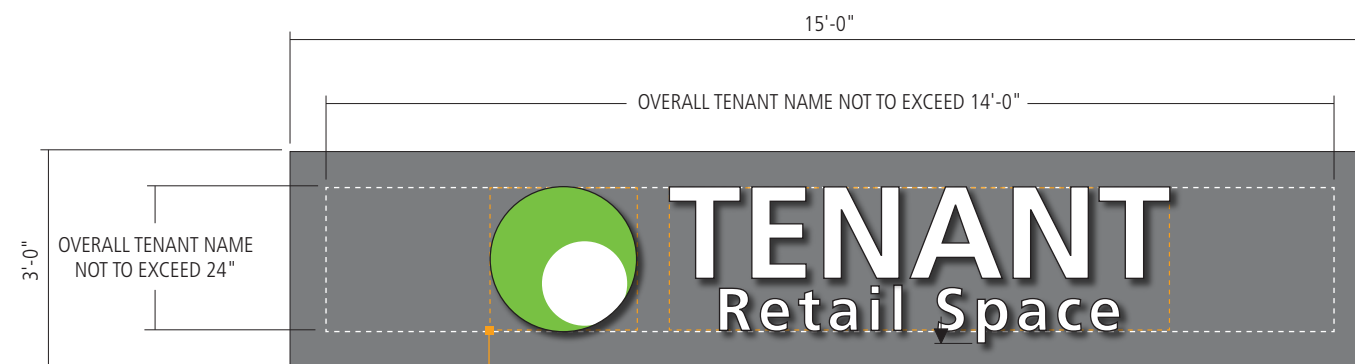
1. Sign area to be calculated as 1.5 square foot of sign area to 1 linear foot of leased frontage per tenant. Uniform rectangular background shall not be included as sign area.
2. Overall height not to exceed 2'-0". Overall sign length not to exceed 14'-0".
 - A. Logo height not to exceed 24" in height.
 - B. Tenant name using all upper case letters not to exceed 18" in height.
 - C. Tenant name using upper and lowercase letters not to exceed 20" in height.
3. The sign area is calculated by measuring the simple-most geometric box that can be placed around the sign design.
4. Ascenders or descenders not applicable to letter height and area calculations but must maintain a minimum of 2" from edge of sign background.
5. The Uniform background to be fabricated aluminum painted with Matthews polyurethane satin finish. Final color to be approved by the landlord and City of Walnut Creek. Uniform and continuous seams. No visible fasteners.
6. The Uniform background to meet all dimensions, materials and color specifications as specified within this MSP. Any variance must be approved by the landlord and the City of Walnut Creek.
7. Power supplies / transformers to be located behind the sign background and not visible from the street.
8. Construction methods to comply with U.L. Electrical and local/state building code standards.



B
2 Logo with all upper case letters



B
2 Logo with all upper & Lower case letters



B
2 Logo with multiple line & mixed letter case

