

SIGN PROGRAM INFORMATION SHEET

Name: Newell Square  
Location: 1401 Nursery Lane AKA 1345 NEWELL AVENUE  
S.R. No.: 86-3  
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: \_\_\_\_\_  
\_\_\_\_\_

WALNUT CREEK DESIGN REVIEW COMMISSION  
STAFF REPORT

ITEM NO. 5

OCTOBER 1, 1986

**SUBJECT:** SIGN REVIEW APPLICATION NO. 86-3 - NEWELL SQUARE. A request for approval of a sign program for the one-story commercial building on the southwest corner of Nursery Lane and Newell Avenue (P-D-C, Core Area Planned Development).  
**APPLICANT:** Retail Property Development Company  
**DESIGNER:** Arrow Sign Company

**BACKGROUND:**

The Design Review Commission, on October 2, 1985, approved the remodeling of the existing one-story medical office building for use as retail shops. The applicant returned to the Commission on October 1 requesting approval of a freestanding monument sign and an exception to the sign placement standards to allow a neon logo on the three sides of the cupola. The Commission generally supported the cupola signs but was strongly opposed to the monument sign. The item was continued to allow the applicant time to work with staff on an alternate proposal. While wall signs are approved at staff level, the Commission also gave direction to staff that wall signs on the front element should be 18 inches high and wall signs on the rest of the building should be 12 inches high.

The applicant has resubmitted plans requesting final approval of the cupola sign. The monument sign has been deleted from the application.

**FINDINGS:**

Cupola Identification Signs - Three signs are proposed, one on each of the east, west and north sides of the cupola. The signs will be circular, four feet in diameter, green neon letters with a clear plastic cover. The signs are 29 feet from top to grade. Since these signs are mounted higher than twenty-five feet, the Design Review Commission must make certain findings as set forth in Section 10-2.1918(j) that the placement intent and purpose of the sign regulations have been followed as close as practicable, before they can be approved.

**ANALYSIS AND RECOMMENDATION:**

Staff likes the proposed sign and finds it in harmony with the architecture of the building. A monument type master sign cannot be placed aesthetically on this site. Master signing on the building would compete with tenant signing. Staff believes the cupola is the best location for a master sign for this shopping center and recommends approval as proposed.

**ATTACHMENTS:**

1. Proposed resolution.
2. Design Review Commission Minutes - 2/19/86.
3. Plans (Commission only).

**DRC ACTION REQUIRED:**

Move to adopt the attached resolution approving Sign Review Application No. 86-3, subject to conditions;

OR

Move to deny Sign Review Application No. 86-3 and direct staff to prepare a resolution accordingly.

Prepared by Melissa Ayres/mes  
doc 213 [50]

*MA*

WALNUT CREEK DESIGN REVIEW COMMISSION  
RESOLUTION NO. 1380  
SIGN REVIEW APPLICATION NO. 86-3  
NEWELL SQUARE

Section 1. Findings.

1. On October 1, 1986, the Design Review Commission held a hearing on a request for an exception to the sign placement standards of the P-D-C Zone in order to allow master signing on the cupola of the building at 1401 Nursery Lane.
2. This item was previously considered by the Commission at its February 19, 1986 meeting at which time it provided comments and recommendations to the applicant on several proposed signs.
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. The remodeling of this 7,200 square foot, one-story commercial building was approved by the Design Review Commission on October 2, 1985.
5. Condition No. 2 of Resolution No. 1286 approving said building requires a master shopping center sign be reviewed and approved by the Design Review Commission.
6. The size of the proposed signs is in compliance with the P-D-C sign regulations but the location is not.
7. Section 10-2.1918(j) of the Zoning Ordinance allows the Design Review Commission approval to grant exceptions to the placement standards of the zone if it can make a finding that the placement, intent and purpose of the sign regulations is followed as closely as practicable.
8. Master sign identification for the center is not practicable on the building wall as it will compete visually with the tenant occupying the space behind.
9. A monument sign is not practicable because of the limited amount of landscaping in front of the building, the susceptibility of such a sign to vandalism, and potential safety problems.
10. A monument sign would not be aesthetically compatible with this building.
11. Signing on the cupola would not create any of the problems identified in 8 through 10 above.

12. Based on the evidence presented at the meeting, the Design Review Commission hereby resolves that:
- a. A shopping center master sign on three sides of the cupola meets the intent and purpose of the City adopted sign regulations for the P-D-C Zone.
  - b. The placement of the shopping center master sign on three sides of the cupola at 29 feet from top to grade meets the placement standards of the P-D-C Zone as closely as practicable.
  - c. This Commission makes the applicable 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 8 through 11 above.

Section 2. Decision. Based on the findings as set forth above, this Commission hereby grants approval of Sign Review Application No. 86-3 as shown on the plans labeled "Exhibit A of Sign Review No. 86-3" subject to the following conditions:

1. A building permit shall be obtained prior to installation of the signs.

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

PASSED AND ADOPTED ON October 1, 1986, by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Rambo, seconded by Commissioner Camp.

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

*Charlotte Flynn*  
CHARLOTTE FLYNN, Acting Secretary  
Walnut Creek Design Review Commission

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[50]



# Walnut City of Creek

October 20, 1986

Newell Square  
1401 Nursery Lane  
Walnut Creek, CA 94596

The Walnut Creek Design Review Commission took the following action on your item on October 1, 1986.

Design Review No.                      Sign Review No. 86-3

- Approved
- Approved with Conditions
- Denied (without prejudice)
- Denied
- Held over to \_\_\_\_\_

If the Design Review Commission took final action on your application, Resolution No. 1280 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  
Senior Planner

CF/mr  
enclosure

cc: ~~Howard Harlitz~~

Cal-Neon Signs  
Craig Maynard

WALNUT CREEK DESIGN REVIEW COMMISSION  
STAFF REPORT

JULY 20, 1988 AGENDA

CONSENT CALENDAR NO. (g)

ORIGINATED BY: COMMUNITY DEVELOPMENT DEPT. - PLANNING

SUBJECT: SIGN REVIEW NO. 87-48 NEWELL SQUARE - Request for Design Review Approval of a freestanding directory sign in front of the commercial building at 1401 Nursery Lane.

ZONING: P-D-C (Uses R-O sign regulations)  
GENERAL PLAN LAND USE: Elective Uses  
OWNER: Retail Property Development, Co.  
APPLICANT/SIGN COMPANY: Tom Donnelly, Bill Englund and Associates  
CEQA STATUS: Exempt, Class 11

BACKGROUND:

This application was reviewed by the Commission at the July 6, 1988 meeting. The item was continued with direction to the applicant to modify the sign to address the Commission's concerns.

The Commission's response to the sign was favorable if the following changes were made:

1. Reduce the overall size and height of the sign.
2. Bring the base piers in line with the width of the sign.
3. Remove the corner tenant from the directory.
4. Verify with the Transportation Division that the sign is not a sight obstruction.

PROJECT AND SITE DESCRIPTION:

The proposal is to erect a freestanding directory sign within the raised planter along the Newell Avenue frontage. This sign has a maximum height from the sidewalk of 10 feet. The main body of the sign, which contains the tenant lettering, is 4' 6" high by 4 feet wide, which is less than the 25 square feet maximum allowed by the zoning code. The sign is raised above the planter 1' 6" to accommodate growing plants and improve visibility to eastbound Newell Avenue traffic.

The sign is constructed of tan steel tubes and green fabricated sheet metal panels with reflective white vinyl letters. At the top of the sign is the Newell Square logo. There are four tenants in the building, but the corner tenant has adequate visibility to all vehicular traffic. The proposal is to improve the visibility to the rear tenants. Currently, there are three tenants whose business name would appear on the sign. The sign is proposed to be illuminated by lights within the planter.

**GENERAL PLAN CONSISTENCY AND CODE COMPLIANCE:**

This proposal does not affect the General Plan. The Zoning Code requires that one of the following three findings be made prior to Commission approval, as stated in Section 10.2.3406(e);

- 1) A freestanding sign is the only feasible means by which the business conducted on the premises can have the same degree of identification to the traveling and shopping public as that available to businesses on neighboring premises without freestanding signs; or
- 2) The building in which the business is conducted is set back from the street or obscured from view by adjacent structures or vegetation in such a manner that adequate identification cannot be obtained from signs attached to the building; or
- 3) The architectural style, materials, or elements of construction are such that signs attached to the building would be in conflict with the provisions of Section 10-4.301 [Design Review] of this title.

**ANALYSIS:**

Other than the corner tenant, the businesses only have frontage on Nursery Lane. The tenant signs on the building are visible from Newell Avenue to westbound vehicles only. The orientation of the building is such that there is no exposure to vehicles traveling eastbound on Newell. The applicant does not feel that Nursery Lane exposure is adequate since it is a private street which services the nursery, and is a secondary entrance to an office building and the high school.

The Transportation Division has stated that the proposal will not cause a site obstruction at the intersection. The applicant has reduced the overall height of the sign, removed the corner tenant from the directory, and brought the piers in line with the width of the sign.

The findings required by the Commission should be addressed in relation to the visibility from Nursery Lane and from Newell Avenue. The Commission expressed at the last meeting that the required finding of adequate identification could be met since the rear tenants were not visible from Newell Avenue.

**STAFF RECOMMENDATION:**

The applicant has addressed the concerns of the Commission voiced at the previous meeting. The Commission has stated that they are able to meet the required finding(s). Therefore, staff recommends approval of the application and adoption of the attached resolution.



ATTACHMENTS:

1. Proposed resolution of approval.
5. Vicinity map
6. Drawings (Commission only).

COMMISSION ACTION REQUIRED:

Move to approve the application and adopt the attached resolution,

OR;

Move to deny the application and direct staff accordingly.

Prepared by Sydney <sup>SS</sup>Schleth

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PD-1593

SEE SHEET 18

SEE SHEET 20

SR#87-48  
Newwell Square

A PART OF  
THE ZONING MAP  
CITY OF WALNUT CREEK

OVERLAY  
ZONE

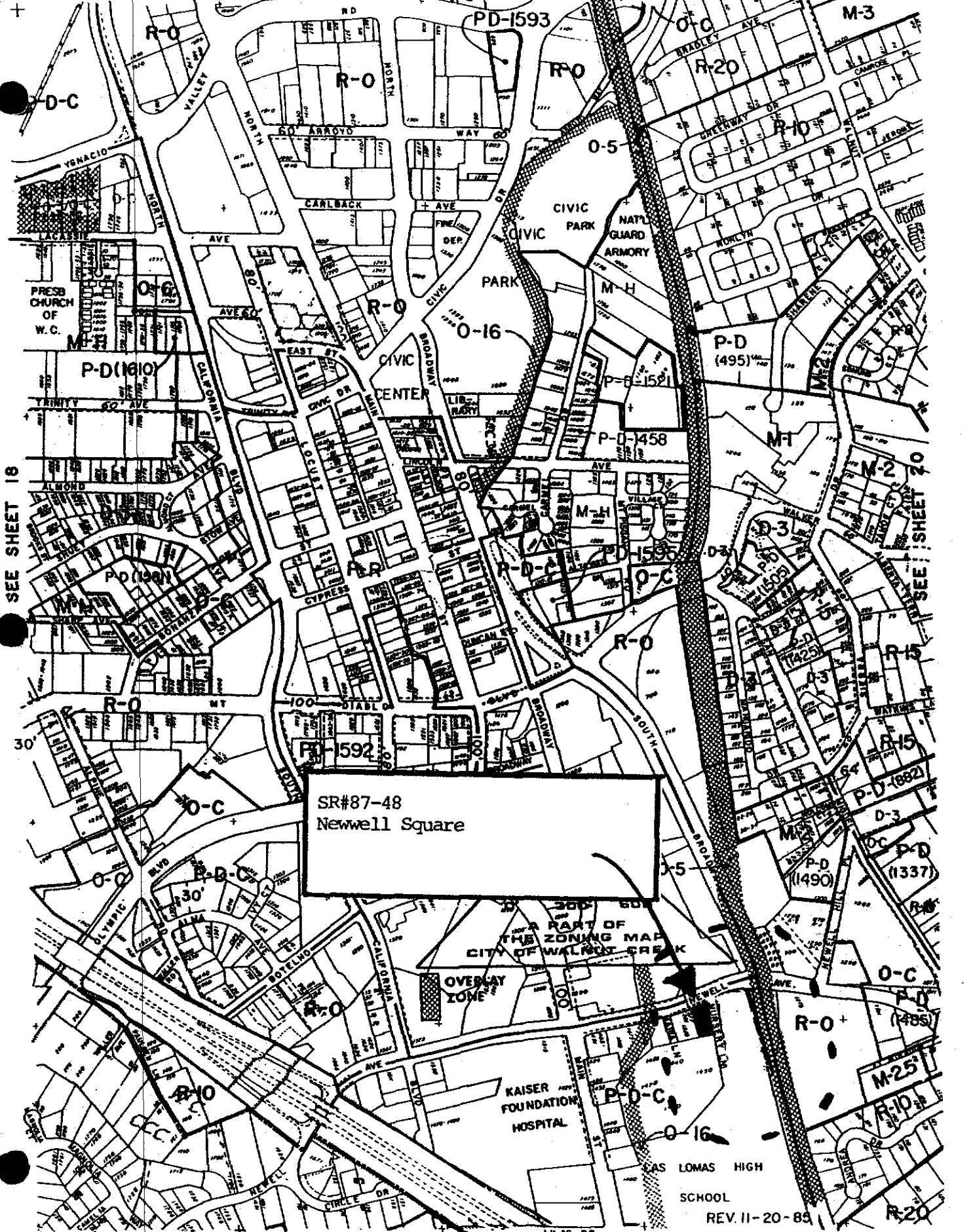
KAISER  
FOUNDATION  
HOSPITAL

EAS LOMAS HIGH  
SCHOOL

REV. 11-20-85

SEE SHEET 27

SHEET NO. 19



WALNUT CREEK DESIGN REVIEW COMMISSION  
RESOLUTION NO. 1556  
SIGN REVIEW APPLICATION NO. 87-48  
NEWELL SQUARE FREESTANDING SIGN

Section 1. Findings.

1. On July 6, 1988 the Walnut Creek Design Review Commission held a hearing to consider a request to approve a freestanding sign at the corner of Newell Avenue and Nursery Lane, for the tenants located at 1401 Nursery Lane, in the P-D-C Zoning District. This meeting was continued to July 20, 1988.
2. On October 2, 1985, the Commission adopted Resolution No. 1286, approving of the remodel of this building.
3. On October 1, 1986, the Commission adopted Resolution 1380, approving of a sign program which allowed cupola and wall signs.
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 in compliance with the Zoning Code since specific findings can be made for a freestanding sign.
6. A freestanding sign would allow the rear tenants in the building the same degree of identification to the traveling and shopping public as that available to the corner tenant and neighboring businesses facing Newell Avenue.
7. The portion of the building with the majority of the tenants is set back from Newell Avenue, and therefore obscured from view.
8. There is not additional room on the building to support more signage for the tenants.
9. A freestanding sign at the proposed location does not impair visibility, nor create a safety hazard to pedestrians or vehicles entering or exiting Nursery Lane.
10. The design of the proposed freestanding sign is harmonious with the building architecture and the existing cupola signs. The proposed sign consists of tan steel tubes, with green metal panels for tenant identification. The proposed lettering is reflective white vinyl, illuminated by spotlights in the planter.
11. Based on the evidence presented at the meeting the Design Review Commission hereby resolves that:

a. This Commission can make the findings as outlined under Section 10-4.301, Chapter 4 (Design Review), Title 10 of the Walnut Creek Municipal Code, in addition to the findings necessary to approve a freestanding sign as outlined under Section 10-2.3406(e), for the reasons stated in numbers 2 through 10 above.

Section 2. Decision. Based on the findings as set forth above, this Commission hereby approves approval of Sign Review Application No. 87-48 as shown on the plans labeled "Exhibit A of Sign Review No. 87-48", subject to the following conditions:

1. The corner tenant, fronting on Newell Avenue, shall not have identification on the freestanding sign.
2. Any landscaping removed in the installation of the sign shall be replaced with similar plant types.
3. The spotlights shall be recessed into the planter, painted to match the sign, and shall be constructed so the illumination does not spill over the sign face or obscure visibility. A detail of the spotlights shall be submitted to staff for review and approval prior to installation.
4. A sign permit must be issued or a request for a one-year extension must be filed with the Community Development Department by August 1, 1989, and subsequently approved 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 sign permit.

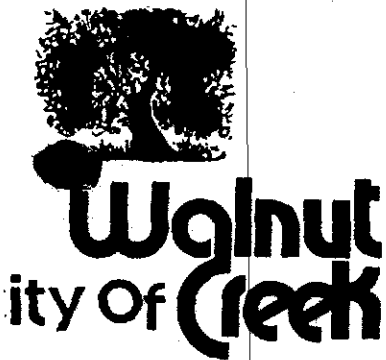
Section 3. Effective Date. - This resolution shall take effect immediately upon its adoption.

PASSED AND ADOPTED ON July 20, 1988 by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Johnson and seconded by Commissioner Boyd.

Ayes: Johnson, Boyd, Rambo  
Noes: None  
Absent: Camp, Englund



PAUL RICHARDSON, Secretary  
Walnut Creek Design Review Commission



August 15, 1988

Retail Property Development  
1600 South Main Plaza, Suite 120  
Walnut Creek, CA 94596

The Walnut Creek Design Review Commission took the following action on your item on July 20, 1988.

Design Review No. 87-48

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. 1556 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 (RS)*

CHARLOTTE FLYNN, Secretary  
Walnut Creek Design Review Commission

CF/jms  
enclosure  
cc: Federal Sign Company

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