

SIGN PROGRAM INFORMATION SHEET

Name: Comstock Center West

Location: 1777 Oakland Blvd

S.R. No.: 84-48

Reso. No.:

General Plan:

Zoning:

No. of Tenant Signs:

No. of Master Signs:

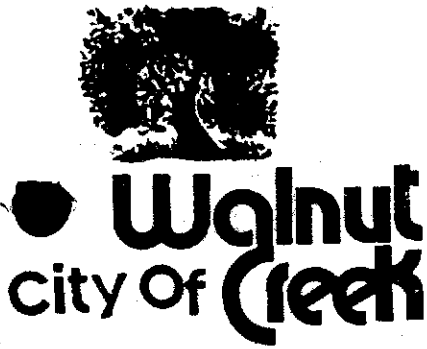
**Signs Not Conforming
To Program Criteria:**

Conditions of Approval

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

***Master Sign(s):**

***Tenant Sign:**



November 9, 1984

Jordan/Casper/Woodman/Dobson
Attn: Frank Dobson
3664 Grand Avenue
Oakland, CA 94610

Gentlemen:

The Walnut Creek Design Review Commission took the following action on your item on November 7, 1984:

Sign
~~Deny~~ Review No. 84-48

Approved

Approved with Conditions XX

Denied (without prejudice)

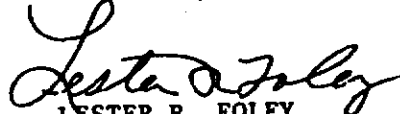
Denied

Held Over To _____

If the Design Review Commission took final action on your application, Resolution No. 1210 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,


LESTER R. FOLEY
Senior Planner

LRF/mr
enclosure

cc: McMasters & Westland
L. K. Constock & Co., Inc.
P. O. Box 8060
Walnut Creek, CA 94596

O. BOX 8039, 1666 NORTH MAIN STREET, WALNUT CREEK, CALIFORNIA 94596 (415) 943-5800

_____ hereby agree to save, indemnify and keep harmless the issuing agency
_____ from and against all liabilities, judgments, costs, and ex-
_____ agency and its officials

WALNUT CREEK DESIGN REVIEW COMMISSION
Resolution No. 1210
Sign Review Application No. 84-48
McMasters & Westland/Comstock Center West

The Walnut Creek Design Review Commission does resolve as follows:

Section 1. Findings.

1. On August 10, 1984 Sign Review Application No. 84-48 was filed by Jordan/Casper/Woodman Dobson seeking Design Review Commission approval for an exception to the sign regulations to allow the installation of two non-adjacent wall signs on the office building located at 1777 Oakland Boulevard.

2. This project is categorically exempt from the requirements of CEQA under Class 11 of the Guidelines and Processing Procedures for the Review of Projects in the City of Walnut Creek.

3. The three-story office building upon which the proposed signs are to be placed was approved by the Design Review Commission on July 6, 1983.

4. Condition No. 1 of Design Review Commission Resolution No. 1098 approving said building noted that signs proposed with the building plans did not conform to ordinance regulations and that a separate sign application would be required.

5. The two businesses identified by the signs are the only tenants in the building.

6. One tenant occupies the entire ground floor and the other is located on the second and third floors.

7. The signs are to be placed on landscaped retaining walls at the front entry to the building.

8. Section 10-2.3206(a) of the O-C sign regulations require identification signs to be placed on that portion of the building occupied by the business.

9. The total size of the proposed signs is only a fraction of the tenant identification sign area allowed for this building.

10. The proposed signs are to be used in lieu of a master office sign.

11. Based on the evidence presented at the meeting, the Design Review Commission finds that:

- a. The design, materials, and placement of the signs are in aesthetic harmony with the design of the building.
- b. The proposed size and placement of the signs will have less of a visual impact on the building than signing permitted by the Zoning Ordinance.

- c. The Commission can support granting an exception pursuant to Section 10-2.1918(j) of the Sign Regulations.
- d. The Commission can make findings as outlined under Section 10-4.301, Chapter 4 (Design Review), Title 10 of the Walnut Creek Municipal Code.

Section 2. Approval. Based on the findings as set forth above, this Commission therefore grants approval to Sign Review Application No. 84-48 subject to the following conditions:

1. Signing shall be approved for this building substantially as shown on the drawings labeled "Exhibit A" and dated November 7, 1984.
2. All signs shall be illuminated with indirect landscape lighting; alternately, every sign may have back-lit letters. Details shall be reviewed and approved by the Planning staff.
3. Any additional or replacement signs shall be substantially in conformance with the size and placement of the proposed signs as acceptable to staff.

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

The foregoing resolution was adopted on November 7, 1984 by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Rambo; seconded by Commissioner Zinov.

Ayes: Rambo, Zinov, Martin
Noes: Viets
Absent: Camp



JERRY H. SWANSON, Secretary
Walnut Creek Design Review Commission

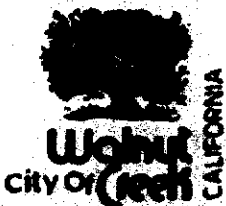
5. SIGN REVIEW APPLICATION NO. 84-58 - YGNACIO PLAZA SHOPPING CENTER. A request for approval of a shopping center master sign and a sign program for the shopping center located at 1809-91 Ygnacio Valley Road at the southeast corner of San Carlos Drive. (P-D-1385, Planned Development District).
6. SIGN REVIEW APPLICATION NO. 84-59 - LOCUST STREET CENTER. A request for an exception to the sign regulations to allow the installation of non-adjacent roof signs and to review the sign program for the shopping center mall located at 1610-30 Locust Street. (P-R, Pedestrian-Retail).
7. SIGN REVIEW APPLICATION NO. 84-61 - NUTRI-SYSTEM. A request for an exception to the sign regulations to allow the installation of a non-adjacent wall sign on the office building located at 1501 North Broadway, being on the northwest corner of Lincoln Avenue and North Broadway. (P-R, Pedestrian-Retail).

CORRESPONDENCE
STAFF COMMUNICATIONS
COMMISSION COMMUNICATIONS

NEXT MEETINGS: WEDNESDAY, NOVEMBER 21, 1984 - REGULAR MEETING
WEDNESDAY, DECEMBER 5, 1984 - REGULAR MEETING

* * * * *

doc70



1666 NORTH MAIN STREET
WALNUT CREEK, CALIFORNIA 94596

FIRST CLASS

WALNUT CREEK DESIGN REVIEW COMMISSION
STAFF REPORT

NOVEMBER 7, 1984

ITEM NO. 3

SUBJECT: SIGN REVIEW APPLICATION NO. 84-48 - McMASTERS & WESTLAND/COMSTOCK CENTER WEST. A request for an exception to the sign regulations to allow the installation of two non-adjacent wall signs on the office building located at 1777 Oakland Boulevard. (O-C, Office-Commercial).
APPLICANTS: McMasters & Westland/L. K. Comstock & Company
ARCHITECT: Jordan/Casper/Woodman/Dobson

BACKGROUND:

This three-story office building, now under construction, was approved by the DRC on July 6, 1983. At the time of approval it was contemplated that McMasters & Westland would occupy the entire building. Large wall signs were proposed for various elevations which exceeded the size limitations of the ordinance. These were not approved and signing was to come back as a separate application. Since then, it has been determined that another business (Comstock) will occupy the entire ground floor. Apparently, the two applicants will be the only occupants of the building.

Other than the address, no master office sign is proposed. The two tenant identifications signs, mounted on two retaining walls at the entry, will be the only other signs on the site.

O-C sign regulations require individual business signs be on a portion of the building occupied by that business. Section 10-2.1918(j), however, allows the Commission to grant exceptions to code requirements if findings supporting the proposal can be made.

SIGNS:

1. Ten-inch anodized aluminum letters reading "McMASTERS & WESTLAND" attached to a 2-1/2-inch high brick veneer retaining wall to the left of the staircase to the front entry on Oakland Boulevard. The letters will be back-lit and be 13-1/2-feet long (11 square feet).
2. Twelve-inch anodized aluminum, back-lit numbers ("1777") attached to a three-foot high wall above sign #1.
3. Ten-inch anodized aluminum stacked letters reading "Comstock Center West" with a logo attached to a 4-1/2-foot high wall to the right of the stairs. The sign is 13 square feet in size and will have indirect lighting.

STAFF RECOMMENDATION:

Staff recommends approval. The size of each sign is only a portion of that allowed by code (one square foot per foot of frontage) and no other signing is

proposed. The signs are also placed so as not to clutter the building elevations and allow identification to both tenants. If replacement or additional signing is necessary in the future, staff suggests it be placed in the same general location.

ATTACHMENTS:

1. Proposed resolution
1. Plans (DRC only)

DRC ACTION REQUIRED:

Move to adopt the attached resolution approving Sign Review Application No. 84-48; OR

Move to deny Sign Review Application No. 84-48 and direct staff to prepare a resolution accordingly.

Prepared by Randy Jerome/mr
doc 289

