

1910 Olympic Boulevard
Walnut Creek, CA

Master Sign Program

March 2009

CITY OF WALNUT CREEK
PLAN

APPROVED

BY BOARD

WALNUT CREEK BOARD

Y09-007 18 MAY 09

Project

Date

DRC RESOLUTION 2616

Engineering

Date

Building

Date



DSIGNART

190 N. Wiget Lane, Suite 275
Walnut Creek, CA 94598
Tel. 925 - 933 - 9877
Fax 925 - 933 - 9784
E-mail: info@dsignart.com
Website: www.dsignart.com

1. General

- 1.1 Purpose
- 1.2 Design Intent
- 1.3 Approvals and Permit
- 1.4 General Requirement
- 1.5 Administration
- 1.6 Prohibited Sign
- 1.7 Temporary Sign

2. Freestanding Signs

- 2.1 Freestanding Signage Plan
- 2.2 Free Standing Monument Sign:

3. Tenant Building Signage

- 3.1 Signage Specifications

General Criteria:

Purpose:

The 1910 Olympic Boulevard Master Sign Program has been established for the purpose of assuring a functional, coordinated graphics program that will provide project and Tenant identification, while encouraging creativity, compatibility, and enhancement of the project in the City of Walnut Creek.

Design Intent:

The guidelines of these criteria are designed to complement architectural elements of the building and coordinate the type, placement, and physical dimensions of signs within the project thereby appearing as an integral part of the project and not appearing as an after thought.

In cases not covered by 1910 Olympic Boulevard Master Sign Program, the prevailing criteria will follow the City of Walnut Creek Sign Ordinance in force.

Approvals and Permit:

- a) Each Tenant will be provided with a copy of the Master Sign Program as their first step in obtaining signs within 1910 Olympic Boulevard. Compliance with these signage criteria will be strictly enforced. Any non-conforming or unapproved sign installed by Tenant must be brought into compliance at Tenant's sole expense.
- b) Each Tenant is required to submit to the Landlord for approval before fabrication, at least four (4) copies of detailed design drawings indicating the location, size, copy layout, colors and finishes
- c) These criteria shall not imply that any governmental approval will be automatically granted. Tenant is solely responsible for obtaining any and all required approvals and permits from governmental agencies.
- d) All permits for signs and their installation shall be obtained by Tenant, at Tenant's sole expense prior to installation.

General Requirements:

- a) All signs shall be executed and maintained at Tenant's sole expense.
- b) All signs shall be designed consistent with the City of Walnut Creek's adopted sign design guidelines for signs.
- c) Tenant shall be responsible for fulfillment of all governmental requirements and specifications, including those of the City of Walnut Creek.

- d) All signs shall be reviewed for compliance with the above mentioned criteria, as well as overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the right of the Landlord.
- e) All signs should meet or exceed all current applicable codes.
- f) Signage should meet all requirements of the State of California and the City of Walnut Creek.
- g) Sign content shall be limited to business identification signs only; products or service shall not be displayed on any permanent signage.
- h) All identification labels shall be concealed, except where required by code.
- i) Sign contractor shall repair any damage caused by their work. Damage to structure that is not repaired by the sign contractor shall become the Tenant's responsibility to correct.
- j) Tenant shall be fully responsible for the operation of their sign contractor, and shall indemnify, defend and hold the Landlord harmless from damages or liabilities on account thereof.
- k) The general location of wall signs shall be centered vertically and horizontally on awning valances, unless otherwise specified. Signs shall not cover or interrupt major architectural features.

Administration:

- a) The sign contractor shall carry workman's compensation and public liability insurance against all damage suffered or performed against any and all persons or property while engaged in the construction or erection of signs in the amount of \$1,000,000 per occurrence.
- b) At the expiration, or early termination of Tenant's lease term, or sale of unit, Tenant shall be required to re-cover the awning(s) and bring the awning(s) to their original condition at Tenant's expense within seven (7) days.
- c) Sign contractors shall be advised (by Tenant) that no substitutes will be accepted whatsoever unless so indicated in specification and approved by the Landlord. Any deviation from these specifications may result in the rejection of the sign by the Landlord and City.
- d) In the event any conflict in the interpretation of these guidelines cannot be satisfactorily resolved, the Landlord decision shall be final and binding upon the Tenant.

Prohibited Signs:

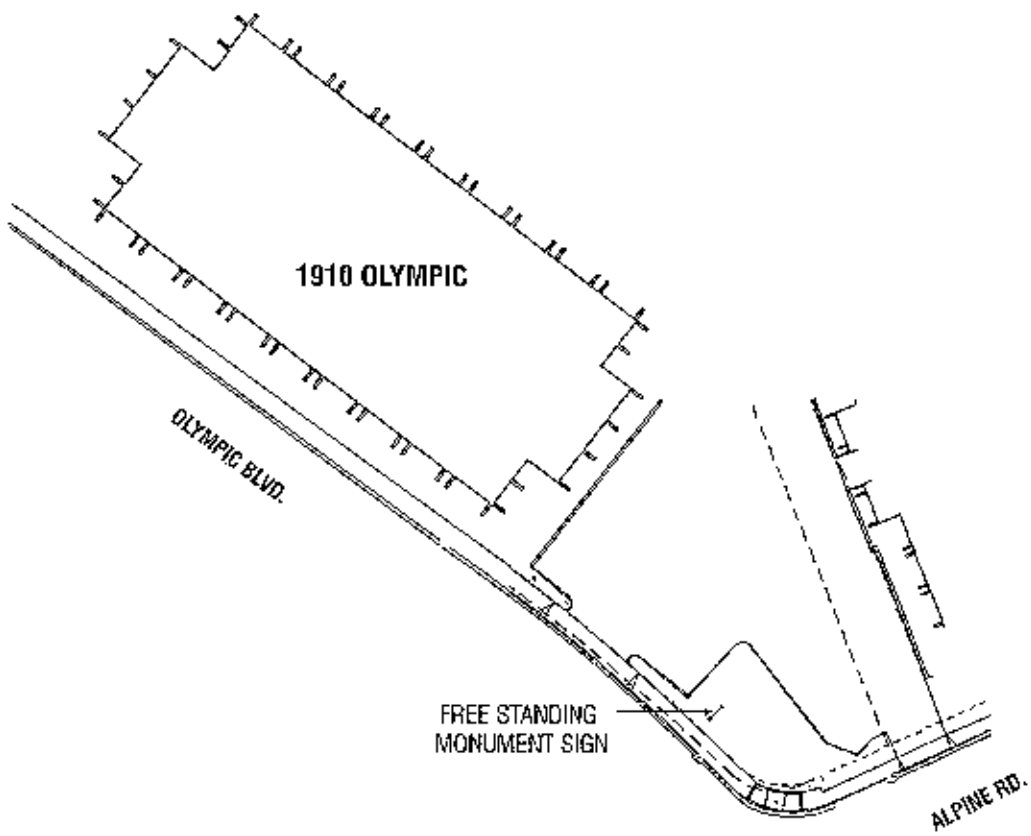
- a) No sign shall be installed, relocated or maintained so as to prevent entry or exit out of any door.
- b) No sign shall create a safety hazard by obstructing view of pedestrian and vehicular traffic.
- c) No sign shall be located within a required easement, unless an encroachment permit has been authorized by the affected utilities.
- d) No sign shall obstruct access to fire hydrants, fire department connections, or fire department access roads.
- e) Signs on/ or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries or sales of merchandise or rendering of services from such vehicles are prohibited when such vehicles are located on the premises.
- f) Signs, which audibly advertise, identify or provide direction to a use or activity, are prohibited.
- g) It is unlawful for any Tenant to exhibit, post or display or cause to be exhibited, posted or displayed upon any sign, anything of an obscene, indecent, or of immoral nature or unlawful activity.
- h) Permanent advertising devices such as attraction boards, posters, banners and flags, except where approved by the Landlord and the City of Walnut Creek.
- i) Window signs except where approved by the Landlord and City.

Temporary Signs:

All temporary signs shall be approved by the Landlord and shall be consistent with provisions in the City of Walnut Creek Sign Ordinance.

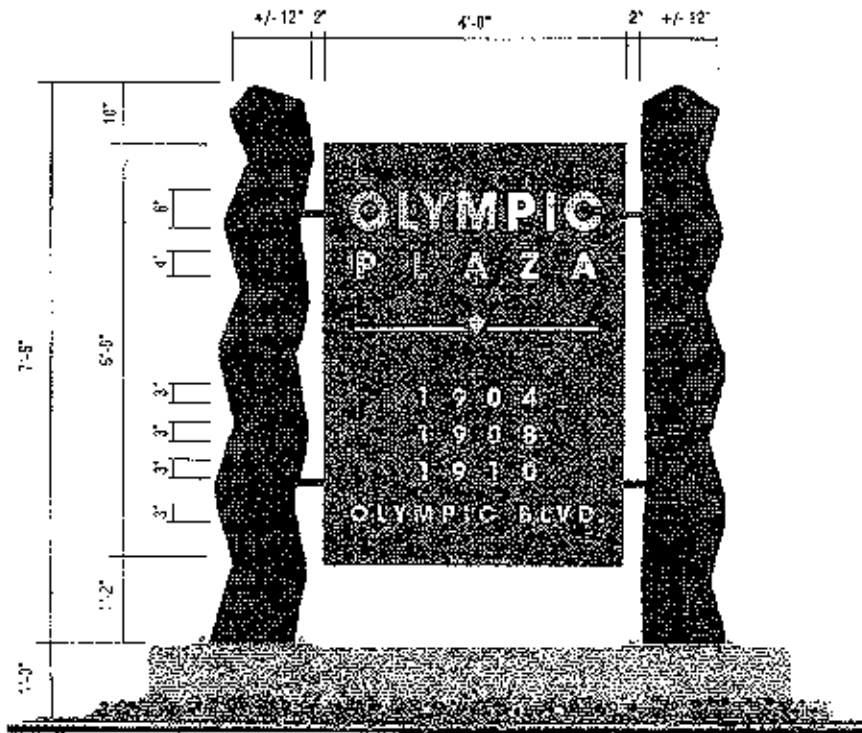
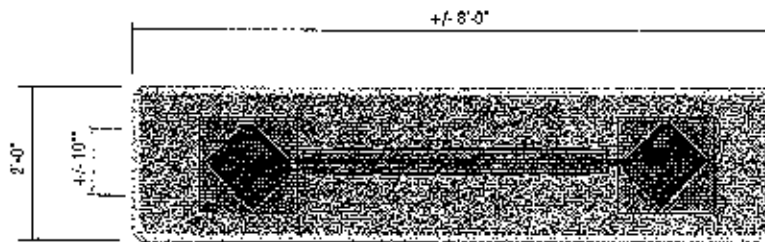
2. Freestanding Signage

2.1 Freestanding Signage plan



2.2 Free Standing Monument Sign:

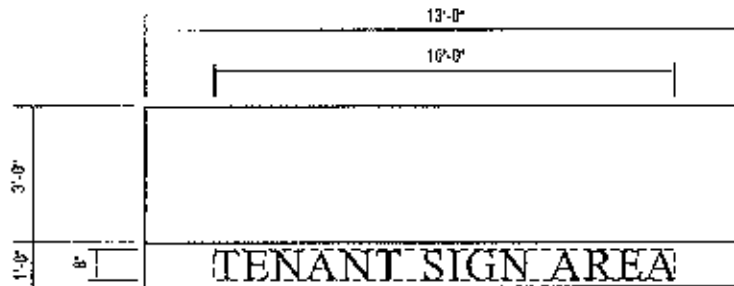
- Sign Body: Two-sided sign hand-crafted by the artist from premium redwood. Sculpted wood posts and hand crafted wood panel will be stained, sealed and clear-coated for protection against elements. Wood panel will be mounted onto square tube cross braces
- Content: Center identification, building addresses
- Copy: Individual dimensional stainless steel letters mounted with stand-offs
- Font: Avant Garde Bold
- Base: Poured concrete base with beveled edges, as per engineer's calculations
- Lighting: External ground illumination



3. Tenant Building Signage

3.1 Signage Specifications

Qualification:	Only first floor tenants qualify for signage
Quantity:	Maximum 2 signs per tenant, no more than one per elevation.
Location:	Signs to be placed on elevation facing Olympic Blvd and rear parking lot and must be located within tenant's actual storefront
Sign Type:	Graphics to be painted on awning valance
Content:	Tenant business name and logo icon
Copy/Logo Height:	Not to exceed 8" in height.
Sign Length:	Not to exceed 10 ft
Sign Area:	Not to exceed 6.7 sq. ft.
Colors/Finishes:	Allowed awning colors are Sunbrella 8408-0000 Black and 8443-0000 Forest Green or equivalent. Copy to be painted white
Font:	Tenant are allowed to use their own fonts and logos



WALNUT CREEK DESIGN REVIEW COMMISSION
RESOLUTION NO. 2616
DESIGN REVIEW APPLICATION NO. Y09-007
1910 OLYMPIC BOULEVARD MASTER SIGN PROGRAM AND LANDSCAPING
1910 OLYMPIC BOULEVARD

Section 1. Background.

1. On May 6, 2009 the Walnut Creek Design Review Commission held a public hearing to consider a request for approval of a master sign program for a building located at 1910 Olympic Boulevard, APN 184-041-048.
2. The parcel is zoned OC (Office Commercial) with a General Plan land use designation of Mixed Used-Commercial Emphasis (MU-C).
3. On March 18, 2009, the Design Review Sign Subcommittee met with the property representative, Eric Erickson, and reviewed the proposal and recommended approval of the proposed master sign program as revised to the Design Review Commission.

Section 2. Findings.

1. 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.
2. The project is consistent with the General Plan, the Zoning Ordinance and other City development standards, which regulate development on this site.
3. The master sign program is in the best interest of the public health, safety and general welfare because it is consistent with all applicable City regulations and is an improvement from the existing sign program.
4. The master sign program provides guidelines that enhance the design and compatibility of the awning signs to the existing building.
5. The size, location, type, color and maintenance of the landscaping is compatible with the character of the site and adjacent sites, while enhancing the entranceway at Olympic Boulevard and Alpine Road.

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 10-2.4.1206, Chapter 4 (Design Review), Title 10 of the Walnut Creek Municipal Code and for the reasons stated in numbers 1 through 5 above.

Section 3. Decision. Based on the findings as set forth above, this Commission hereby grants approval of Sign Review Application No. Y09-007 as shown on the plans labeled "Exhibit A" and the Master Sign Program labeled "Exhibit B" of Sign Review Application No. Y09-007 subject to the following conditions:

1. The Standard Design Review Conditions as adopted by the Walnut Creek Design Review Commission shall apply as conditions of approval for this proposal.
2. All landscaped areas shall be maintained in a healthy weed-free condition. Any dead or dying plant material shall be promptly replaced.
3. All signage shall be consistent with this master sign program attached hereto and labeled "Exhibit B" and the City's Sign Ordinance. Staff has the authority to deny signage that is inconsistent with the intent of the master sign program or the City's Sign Ordinance.
4. All future tenant signage on the awnings will be reviewed for consistency and permitted through a Sign Review process.
5. A site development permit shall be issued for all landscape work and a building permit shall be issued for construction of the monument sign.
6. The monument sign shall be designed, constructed and maintained to prevent water intrusion, solar deterioration and to ensure a high quality appearance. All exposed wood components shall be appropriately sealed with marine grade finishes and the laminated wood sign panel shall include a wood or other visually appropriate edge trim.

Section 3. Effective Date. This resolution shall take effect on May 18, 2009 unless appealed.

PASSED AND ADOPTED ON May 6, 2009 by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Lopez and seconded by Commissioner Bhandari.

Ayes: Lopez, Bhandari, Gorny, McDonald
Noes: None
Abstain: None
Absent: Killian



Scott Harriman, Secretary
Walnut Creek Design Review Commission