

**SIGN PROGRAM INFORMATION SHEET**

Name: Parkside Business Center

Location: 1201 Parkside Drive

S.R. No.: 85-43

Reso. No.:

General Plan:

Zoning:

**Conditions of Approval**

(1) Design:

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(2) Size:

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(3) Colors:

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(4) Copy:

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(5) Illumination:

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(6) Mounting:

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(7) Quantity:

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(8) Location:

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(9) Comments:

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WALNUT CREEK DESIGN REVIEW COMMISSION  
Resolution No. 1273  
Sign Review Application No. 85-43  
Parkside Business Center

The Walnut Creek Design Review Commission does resolve as follows:

Section 1. Findings.

1. On July 23, 1985 Sign Review Application No. 85-43 was filed by Woodson/Barksdale Architects, seeking Design Review Commission approval of a sign program for the auto service center located at 1205-1285 Parkside Drive, being on the south side of Parkside Drive between North Broadway and North Civic Drive.

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. This 60,000 square foot, one and two-story commercial complex was approved by the Design Review Commission on June 6, 1984.

4. Condition No. 5 of Resolution No. 1169 approving said building requires a sign program be reviewed and approved by the Design Review Commission.

5. The proposed freestanding and wall signs conform to the size and placement regulations of the zoning ordinance as conditioned by this resolution.

6. The buildings are set back from Parkside Drive with a surface parking lot between the buildings and the street.

7. There is no reasonable location on the buildings to place a building complex identification sign.

8. On August 21, 1985 the Design Review Commission reviewed the plans for Sign Review Application No. 85-43.

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

- a. The architectural design and placement of the signs are acceptable as conditioned.
- b. The architectural style and elements of construction are such that a raster sign attached to the building would be in conflict with the provisions of Section 10-4.301 of this title.

- c. The Commission makes the 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 approves Sign Review Application No. 85-43 subject to the following conditions:

1. The sign shall be constructed substantially as shown on the drawings labeled "Exhibit A" and dated August 21, 1985 except as hereby modified.
2. All individual tenant signs shall have white backgrounds with letters the color of the tenants' choice, to be approved by staff.
3. Letter styles and logos for individual tenant signs shall be approved by staff.
4. Placement of tenant signs shall be as close as practicable to the location of the business.
5. Additional window signing may be permitted individual businesses as per ordinance.
6. Total sign area for each business shall conform to the regulations of the zoning ordinance.

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

The foregoing resolution was adopted on August 21, 1985 by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Viets; second by Commissioner Zinov.

Ayes: Viets, Zinov, Rambo Martin  
Noes: None  
Absent: None  
Abstain: Camp

*Charlette Flynn for*  
JERRY H. SWANSON, Secretary  
Walnut Creek Design Review Commission

WALNUT CREEK DESIGN REVIEW COMMISSION  
STAFF REPORT

ITEM NO. 8

MAY 7, 1986

SUBJECT: SIGN REVIEW APPLICATION NO. 86-31 - PARKSIDE BUSINESS CENTER. A request to amend the existing sign program for Parkside Business Center, allowing new signage for Parkside Antiques. The location is the entire second floor of Building One on the southeast corner of Parkside and North Broadway. (A-S, Auto-Service).  
APPLICANT: Phillip Cardoza  
ARCHITECT: Woodson/Barksdale

BACKGROUND:

The sign program for this 60,000 square foot, one and two-story commercial complex was approved by the Design Review Commission August 21, 1985. This sign program allows only a specific type of cabinet sign. A retail establishment has now located on the second floor, an area originally intended for office use.

FINDINGS:

No provisions were made for signs advertising retail tenants on the second floor. The original sign program only allows cabinet signs that must be located on the glu-lam fascia above all the first floor entrances. The glu-lam fascia is not on the second level of the building. The slope of the lot and building design are of such a manner that the only access to the upper floor is from the rear parking lot. The southeast corner exit of the second floor is level with the parking area. This classifies the second floor as having a ground floor entrance. The second floor tenant (Parkside Antiques) proposes three signs located at the upper corners of the building. Each will consist of individual letters, terra cotta in color to match the existing metal roof. The overall size of each sign is 1'-6" high by 18'-6" long. The antique store has its sole entrance from the upper parking lot on the south side of the building. This parking lot is accessed most directly from a drive entrance on North Broadway. The most immediate street frontage, therefore, would be North Broadway, and staff believes that adequate identification of the business would result from signage oriented to North Broadway; because of the angle of the building fascia, the proposed signage on the northwest corner would be visible from the North Broadway/Parkside intersection.

ANALYSIS:

The proposed signs would be harmonious with the building and allow visible advertising that would not dominate the complex. Since the signs will lay flush against the stucco finish of the building, individual letters are more appropriate than cabinet fixtures. The zoning ordinance allows signs up to 25 feet above grade for second story tenants in the A-S district, provided they occupy the entire second floor. Since there is no way to construct signs on the second floor and still conform with the sign program, consideration should be given to allow signage out of context with the sign program. Because the second floor is occupied by a retailer, signs are necessary for identification purposes. Staff therefore supports the signs oriented toward North Broadway but staff questions the need to include the northeast sign in the program.

STAFF RECOMMENDATION:

Staff recommends approval of the proposed amendments to the Parkside Business Center sign program to allow second floor identification for Parkside Antiques store, with the exception of the proposed northeast corner sign. No sign is to exceed 25 feet above grade and an additional business identification sign is to be installed near the entrance from the upper parking lot and the store address is to be put on the front door.

ATTACHMENTS:

1. Plans (DRC only)
2. Proposed resolution

DRC ACTION REQUIRED:

Move to adopt the attached resolution approving Sign Review Application No. 86-31; OR

Move to deny Sign Review Application No. 86-31 and direct staff to prepare a resolution accordingly.

Prepared by Delvin Washington/ml  
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*Delvin Washington*

WALNUT CREEK DESIGN REVIEW COMMISSION  
Resolution No. 1338  
Sign Review Application No. 86-31  
Parkside Business Center

The Walnut Creek Design Review Commission does resolve as follows:

Section 1. Findings.

1. On May 7, 1986, the Walnut Creek Design Review Commission held a hearing to consider a request to amend an existing sign program for Parkside Business Center on the southeast corner of Parkside and North Broadway (A-S, Auto-Service District).
2. The 60,000 square foot, one and two-story commercial complex was approved by the Design Review Commission on June 6, 1984.
3. The sign program was approved by the Design Review Commission on August 21, 1985.
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 in the City of Walnut Creek.
5. This project is consistent with the A-S zoning and sign standards which regulate development on this site.
6. Signage will be allowed where it is visible from North Broadway and Parkside Drive.
7. The signs are to be located on the building in such a manner as not to dominate the complex.
8. The material used in the signs will blend harmoniously with the materials used in the exterior of the building.
9. Based on the evidence presented at that meeting, the Design Review Commission finds that:
  - a. 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 7 through 9 above.

Section 2. Approval. Based on the findings as set forth above, this Commission hereby grants approval of Sign Review Application No. 86-31 as shown on the plans labeled "Exhibit A of Sign Review Application No. 86-31" and the material palette labeled "Exhibit B of Sign Review Application No. 86-31", subject to the following conditions:

1. No sign exceeds 25 feet above the finished grade.
2. An additional business sign be placed above the entryway subject to staff approval.
3. The store address be placed on the front door.

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

The foregoing resolution was adopted on May 7, 1986 by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Martin, seconded by Commissioner Rambo.

Ayes: Martin, Rambo, Zinov

Noes: None

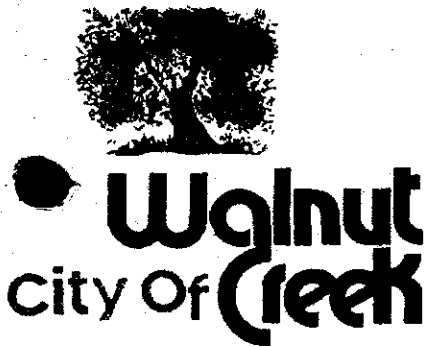
Absent: None

Abstain: Camp, Soffa



JERRY H. SWANSON, Secretary  
Walnut Creek Design Review Commission

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May 16, 1986

Woodson/Barksdale Architects  
860 East Charleston Road, Suite 100  
Palo Alto, CA 94303

The Walnut Creek Design Review Commission took the following action on your item on *May 7, 1986*

Sign ~~Design~~ Review No. 86-31

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

If the Design Review Commission took final action on your application, Resolution No. 1338 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:

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