

SIGN PROGRAM INFORMATION SHEET

Name: Park Centre
Location: 350,370,390 N. Widget
S.R. No.: 83-56
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:**

WALNUT CREEK DESIGN REVIEW COMMISSION
Resolution No. 1130
Sign Review Application No. 83-56
Park Centre Sign Program

WHEREAS the Walnut Creek Design Review Commission on October 19, 1983 reviewed a proposal for a freestanding master identification sign, six address signs, and up to seven freestanding tenant identification signs for an office complex at 350, 370 and 390 North Wiget Lane in the E-R-200, Administrative, Professional Research District; and

WHEREAS 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; and

WHEREAS the Park Centre office project was approved by the Design Review Commission in November, 1982; and

WHEREAS the applicant is now requesting approval of a sign program which includes freestanding signs; and

WHEREAS the Design Review Commission may approve freestanding master and tenant identification signs upon the finding that the signs are in architectural harmony with the premises upon which such signs are to be located; and

WHEREAS the proposed signing is designed to compliment the approved office building and landscape plans; and

WHEREAS the proposed tenant signing, if mounted on existing landscape planters, will bring the sign program into conformance with the maximum allowable signing permitted for this project.

NOW THEREFORE BE IT RESOLVED that the Walnut Creek Design Review Commission makes the findings as outlined under Section 10-4.301, Chapter 4 (Design Review), Title 10 of the Walnut Creek Municipal Code; and

BE IT FURTHER RESOLVED that the Commission finds that the freestanding signs are in architectural harmony with the premises and in accordance with Section 10-2.1823(d); and

BE IT FURTHER RESOLVED that the proposal as shown on the drawings labeled "Exhibit A" and dated October 19, 1983 be approved subject to the following conditions:

1. The tenant sign lettering shall be mounted on existing planters. The proposed planter extensions are not approved.
2. A building permit shall be obtained prior to installation of the master sign.

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3. The total sign area shall not exceed that permitted in the E-R-200 District for this project.

The foregoing resolution was adopted on October 19, 1983 by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner Martin; seconded by Commissioner Holzwarth.

Ayes: Martin, Holzwarth, Camp, Zinov, O'Boyle
Noes: None
Absent: None

Jerry H. Swanson

JERRY H. SWANSON, Secretary
Walnut Creek Design Review Commission

MB/mr
RESR83.56

NO PLANS WERE
IN THE FILE
WHEN IT WAS
PREPARED FOR
FILMING.

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hours. Mr. Copper explained that 80% of his hours of operation are during the nighttime hours and that his freestanding, illuminated sign is his only means of proper identification. Mr. Copper submitted a petition to the Commission signed by many of his customers supporting his freestanding sign. He also submitted a letter from Armand's, a neighboring business, also supporting the sign. He further distributed pictures of freestanding signs in the vicinity of his business, maintaining that his sign was no different than the signs displayed in the photographs.

Mr. Cooper concluded, noting that he has plans to install a planter box around the sign but has held back pending the outcome of the decision of this Commission.

Chairman O'Boyle questioned staff on the signs displayed in the photos. Mr. Jerome explained the various signs, none of which could be compared to the sign before the Commission because those buildings all had considerable street setbacks.

Mr. Copper explained that his building storefront has only an 18-inch fascia with a majority of glass. He reiterated that a freestanding sign is the only means of proper identification for the location.

Commissioner Holzwarth felt that the building is very visible from the street and that a sign on the fascia or above the roof would be more suitable than the freestanding sign. The other Commissioners were in agreement.

Commissioner Camp believed that an identification sign should not be viewed as an area light, the proper lighting of an area being by street lights.

Commissioner Holzwarth asked staff whether a sign could be placed on the side of the building as well as the fascia, to which staff responded affirmatively.

Feeling that appropriate identification signage could be placed on the building structure, Commissioner Holzwarth moved to adopt a resolution (No. 1129) denying Sign Application No. 83-50; seconded by Commissioner Camp.

Ayes: Holzwarth, Camp, Martin, Zinov, O'Boyle

Noes: None

Absent: None

5. SIGN REVIEW APPLICATION NO. 83-56 - PARK CENTRE SIGN PROGRAM. A freestanding master identification sign, six address signs, and up to seven tenant identification signs for an office complex at 350, 370 and 390 North Wiget Lane. (E-R-200, Administrative, Professional and Research District).

Mr. Jerome presented the staff report.

Jim Burke, with Scott Architectural Graphics, was present to answer any questions of the Commissioners.

Believing that the corner freestanding sign and the building signs were very attractive, the Commission was in agreement that the application should be approved.

Commissioner Martin moved to adopt a resolution (No. 1130) approving Sign Review Application No. 83-56; seconded by Commissioner Holzwarth.

Ayes: Martin, Holzwarth, Camp, Zinov, O'Boyle

Noes: None

~~6. DESIGN REVIEW APPLICATION NO. 8421 - PROMETHEUS/RIVIERA HOUSING. Determination by the Commission that a site on the south side of Parkside Drive east of Riviera Avenue can meet the housing required as a part of the approval of the office building at 1600 Riviera Avenue.~~

~~Lester Foley, Senior Planner, presented the staff report. He reported that all developments in the Golden Triangle area are required to provide housing in accordance with the size of the development, and read the requirements and code conditions for approval of housing developments. Mr. Foley added that all that was required from the Commission was a consensus that the proposed site was appropriate for 17 housing units.~~

~~Dale Frost, with Prometheus, presented the proposal and asked for the Commission's opinion on the density and design of the structure.~~

~~George Miers, project architect, displayed the proposed design to the Commission noting that it is three stories in front and three stories in back with a stepped effect. He added that the project was designed to relate to the architectural style of some of the buildings in the Golden Triangle, as well as to conform to possible expansion in the event the neighboring parcels are developed with housing units.~~

~~Commissioner Martin related his feeling that the Golden Triangle area should be for office development only. In his opinion, the City has mandated the housing requirements on the developers, a concept which he felt to be totally inappropriate as far as site planning is concerned. He indicated that he would abstain from commenting on the development because he did not believe that housing units are appropriate for the area.~~

~~Commissioner Holzwarth commented that the proposed studio units are probably inappropriate because it would be too expensive to live there. The developer responded that a taller building would have to be built in order to design larger units.~~

~~Chairman O'Boyle informed staff that it was the consensus of the Commission that if a housing development is mandated for this parcel, the proposed 17 units would be appropriate for the site.~~

WALNUT CREEK DESIGN REVIEW COMMISSION
STAFF REPORT

ITEM NO. 5

OCTOBER 19, 1983

SUBJECT: SIGN REVIEW APPLICATION NO. 83-56 - PARK CENTRE SIGN PROGRAM. A freestanding master identification sign, six address signs and up to seven tenant identification signs, for an office complex at 350, 370 and 390 North Wiget Lane. E-R-200, Administrative, Professional and Research District).
APPLICANT: Graham Development Co.
DESIGNER: Scott Architectural Graphics, Inc.

BACKGROUND:

The Design Review Commission approved construction of a 113,228 square foot, two-story office project in November, 1982. The applicant is now requesting approval for a sign program. Because the number of tenants is not known at this time, the number of tenant signs is speculative.

SIGNS:

A. Master Sign -

This sign totals 23.4 square feet total. It is 5½ feet high from top to grade with a single-face, baked porcelain element located in the center of a concrete planter to be installed near the corner of North Wiget Lane and Mitchell Drive. One-quarter-inch thick chromed aluminum letters with the copy "Park Centre" are proposed to be attached to the porcelain. Six-inch high maximum, one-half-inch black acrylic letters indicating the two major tenants are proposed on the face of the planter. The sign is proposed to be externally illuminated by two in-ground light fixtures.

B. Building Addresses -

There are six 6 square-foot each building addresses totaling 36 square feet. Each address is 18 inches high by 48 inches long with one-half-inch thick plexiglass letters, each with a chrome face and a 3/4-inch wide black gloss border. The addresses are considered part of the allowable sign area because they exceed two square feet each.

C. Major Building Tenant Signs -

There are seven signs proposed totaling 168 square feet, or 14 square feet depending on the interpretation of the definition of a sign. Each proposed sign consists of a three-foot-high by eight-foot-long freestanding, sand-blasted concrete extension of existing landscape planters around the building with one-half-inch thick, six-inch high maximum black acrylic letters mounted to the wall extension. Each sign is proposed to be illuminated with two in-ground light fixtures.

ANALYSIS:

This project is permitted a maximum of 100 square feet of tenant identification signing plus one 24-square foot maximum master sign if there are at least four tenants. The Design Review Commission may permit the master and/or tenant signs to be freestanding signs upon the finding that the freestanding signs are in architectural harmony with the premises upon which such signs are to be located.

Staff finds the proposed sign program compatible with the buildings. The only concern by staff appears to be the major tenant signs shown on page 8 of the submitted plans which call for a 24 square foot concrete wall beyond the planters. Staff believes that because the walls serve no purpose but to hold the business identifications that they are, in fact, a part of the signs and should not be permitted. If the Design Review Commission agrees, the total signing proposed, exclusive of the master sign, is 204 square feet, 104 square feet more than permitted by code. If the letters were attached to the adjacent planters and the wall extensions removed, the letters could be computed separate of the planters, thereby reducing the total signing, exclusive of the master sign, to 50 square feet. This is well within that permitted by code.

STAFF RECOMMENDATION:

Staff recommends approval of the proposed sign program subject to the conditions in the attached resolution, including that major tenant signing be placed on planters rather than on the proposed wall extensions and that the proposed extensions not be approved.


ATTACHMENTS:

1. Proposed resolution
2. Plans

DRC ACTION REQUIRED:

Move to adopt the attached resolution approving Sign Review Application No. 83-56, subject to conditions; OR

Move to continue this item to another meeting to allow the applicant time to redesign.

Prepared by ^{MS} Melissa Buhre/mr 
SRSR83.56