

COUNTRYWOOD SHOPPING CENTER

WALNUT CREEK

DESIGN REVIEW COMMISSION
CITY OF WALNUT CREEK
SP.R. NO. 96-25 (0867)

REFER TO P.C.
 STUDY SESSION
 CONDITIONALLY APPROVED
 DENIED

RESOLUTION NO. 2125
EXHIBIT D DATE 12/4/96

TABLE OF CONTENTS:

PREFACE	1
SITE PLAN	2
INTRODUCTION	3
GENERAL CRITERIA	4
PROJECT IDENTIFICATION SIGN (TYPE A)	5
TENANT MONUMENT SIGN AT SATELLITE PAD (TYPE B)	6
TENANT MONUMENT PICTURE	7
TENANT BUILDING SIGN ON SATELLITE PADS (TYPE C)	8
TENANT BUILDING PICTURE	9
MAJOR STOREFRONT SIGNAGE (TYPE D)	10
MAJOR STOREFRONT PICTURES	11, 12,& 13
NO E SIGNS EXIST	
INDIVIDUAL TENANT SIGNS	14
INDIVIDUAL TENANT SIGN (TYPE F)	15 -15b
INDIVIDUAL TENANT ELEVATION	16
MOUNTING DETAIL (TYPE F)	17
SHINGLE SIGNS (TYPE G)	18
SHINGLE SIGNS ELEVATION	19
MOUNTING DETAIL SIGN (TYPE G)	20
ADMINISTRATIVE PROCEDURES	21-22-3

P R E F A C E:

This sign program for COUNTRYWOOD SHOPPING CENTER is unique as it will address existing displays as well as future displays as new business moves in. A vigorous attempt will be made to allow nearly all of the existing displays to remain as they are basically conforming within themselves. That is, they all match in shape, color, installation and, for the most part, illumination.

Although the existing displays would remain, each tenant should re-examine the condition of their displays and bring them up to a "nearly new" standard. This would include repairing the wood wrap portion and possibly replace the faces as some of these displays have not had any maintenance since their initial install.

The only blanket option would be to change the technique of the faces themselves, i.e., replace the existing faces with cream plex and use opaque vinyl overlay film in the non copy areas. For instance, the overlay would allow for an illuminated border, an opaque background and illuminated graphics. Each tenant could use their own particular logo typestyle.

The following criteria will address each type of display and it's material, position and installation. The purpose is to have a conforming program that benefits the community and the tenant's ability to conduct it's business and purpose.

INTRODUCTION:

The COUNTRYWOOD SHOPPING CENTER (CSC) Signage Program has been established for the purpose of assuring professional visual graphics and communications designed to mutually benefit the building tenant. The intent is to provide the guidelines necessary to achieve a visually harmonious signage environment. Only signs in this document are permitted.

INTENT & PURPOSE (TITLE)

PROJECT PYLON (2):

The intent of the project signage (Sign Type A) is to:

1. Adequately identify the Center.
2. Identify and direct traffic to the Center's entrances.

COMMERCIAL SIGNAGE:

The design of the commercial tenant signage clearly identifies individual businesses to vehicular and pedestrian traffic within the project.

The design allows for individual trade style graphics within a uniform controlled and harmonious signage plan.

This benefits all tenants equally without visually dominating the architectural environment.

The following pages describe the overall signage development program as well as the specifications for individual signage and graphic elements to be used throughout the project.

In cases not covered by the CSC Master Signage Program, the existing display technique as well as the new specifications for individual signage and graphic elements are to be used throughout the project.

Temporary signs for grand openings, promotions, or change of ownership are as regulated by the City of Walnut Creek sign ordinance.

GENERAL CRITERIA:

ELECTRICAL & ILLUMINATION:

1. Signage illumination shall not include flashing, moving or audible effects.
2. Exposed conduit or tubing will not be permitted, except as may be approved by owner and the City.
3. All fluorescent lamps and ballasts to be 800 MA 110 Volt.
4. All neon transformers will be 30 MA, H.P.F. 110 Volt.
5. All conductors, transformers and other equipment shall be concealed.
6. Primary electrical service to all signs shall be placed on tenant's meter and shall be part of tenant's construction and operating costs. Time clocks will be provided and installed by tenants.
7. Electrical components shall bear the Underwriter's Laboratories (UL) label of approval, or equal, and shall also comply with all local building and electrical codes and industry standards and practices.
8. All tenant signs will be internally, as opposed to externally, illuminated unless otherwise specified.

CONSTRUCTION:

1. All bolts, fastenings, clips, conduit, etc., shall be hot-dipped galvanized iron or equal, stainless, aluminum, brass or bronze. Where externally mounted, all items shall be painted to match the exterior colors of the surfaces mounted thereon.
2. All manufacturers/installers are advised that prior to final acceptance, each unit will be inspected for conformance by an authorized representative of the landlord of CSC. Any signs found not to be in conformance will be rejected and removed immediately at tenant's expense, unless otherwise specified.

No substitutes will be accepted by the landlord whatsoever, unless so indicated in the specifications and approved by both landlord (owner) and the City of Walnut Creek.

SIGN TYPE "A"
PROJECT I.D. SIGNS

EXISTING SIGNS AT ENTRY

30" X 20' 6' HIGH WOOD ROUTED

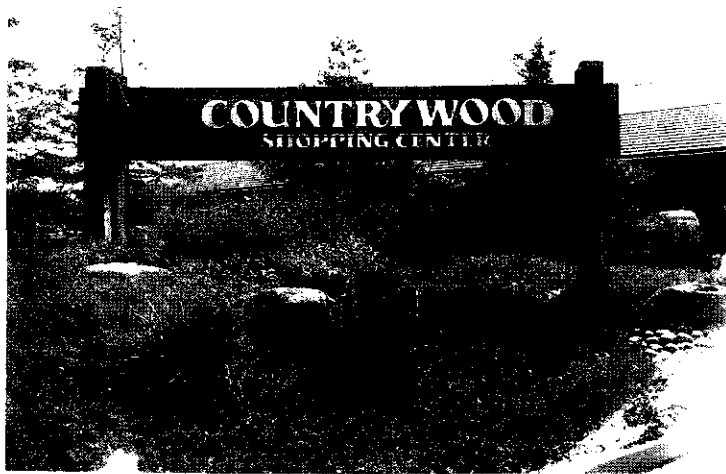
COPY: COUNTRYWOOD SHOPPING CENTER

LOGO: TREE

COLORS: LETTERS - CREAM

 LOGO - GREEN/BROWN

 BACKGROUND: RUST



SATELLITE TENANTS - MONUMENT SIGN

SIGN TYPE B: (Typical)

Tenant monument sign at satellite pads.

Identifies tenant in free-standing building on Bancroft. Only the major tenants (1) as prescribed by owner will be identified at that pad location. If a particular tenant's business requires vehicular movement or directional signage, such signs shall be permitted upon approval by owner and the city.

The tenant will be allowed to use his logo style on that sign perpendicular to his pad. Only one tenant identification shall be allowed on this sign.

LOCATION: (Existing Restaurant)

Perpendicular to Bancroft.

Leading edge of sign shall be installed five feet behind back edge of sidewalk.

Height of sign will be a maximum of five feet above sidewalk level.

SIZE:

Five feet high by eight feet wide or less as applicable.

STRUCTURE AND MATERIAL:

Steel support covered with sheet aluminum, plexiglas and wood.

FINISH:

Cabinet frame is encased in a continuous wood frame using 2 inch material by the width of the cabinet. Paint color coordinated with CSC Pedestal is the same color and finish as pylon signs.



SATELLITE TENANTS - BUILDING SIGNS.

SIGN TYPE C:

Tenant Building Signs on Satellite Pads.

Identifies tenant in the free-standing building on Treat Boulevard and Bancroft (existing Bank).

Tenant will be allowed to use their logo style.

Tenant building signs on satellite pads shall consist of cabinets consistent with the Shopping Center criteria, or individual lettering if sufficient wall area exists.

LOCATION:

Displays must be compatible with the building architecture and integrated into the design theme of the center. No roof signs are permitted.

SIZE, MATERIAL AND FINISH:

Same as signs for other tenants, Type F.

No single display shall exceed 50 square feet.

INSTALLATION:

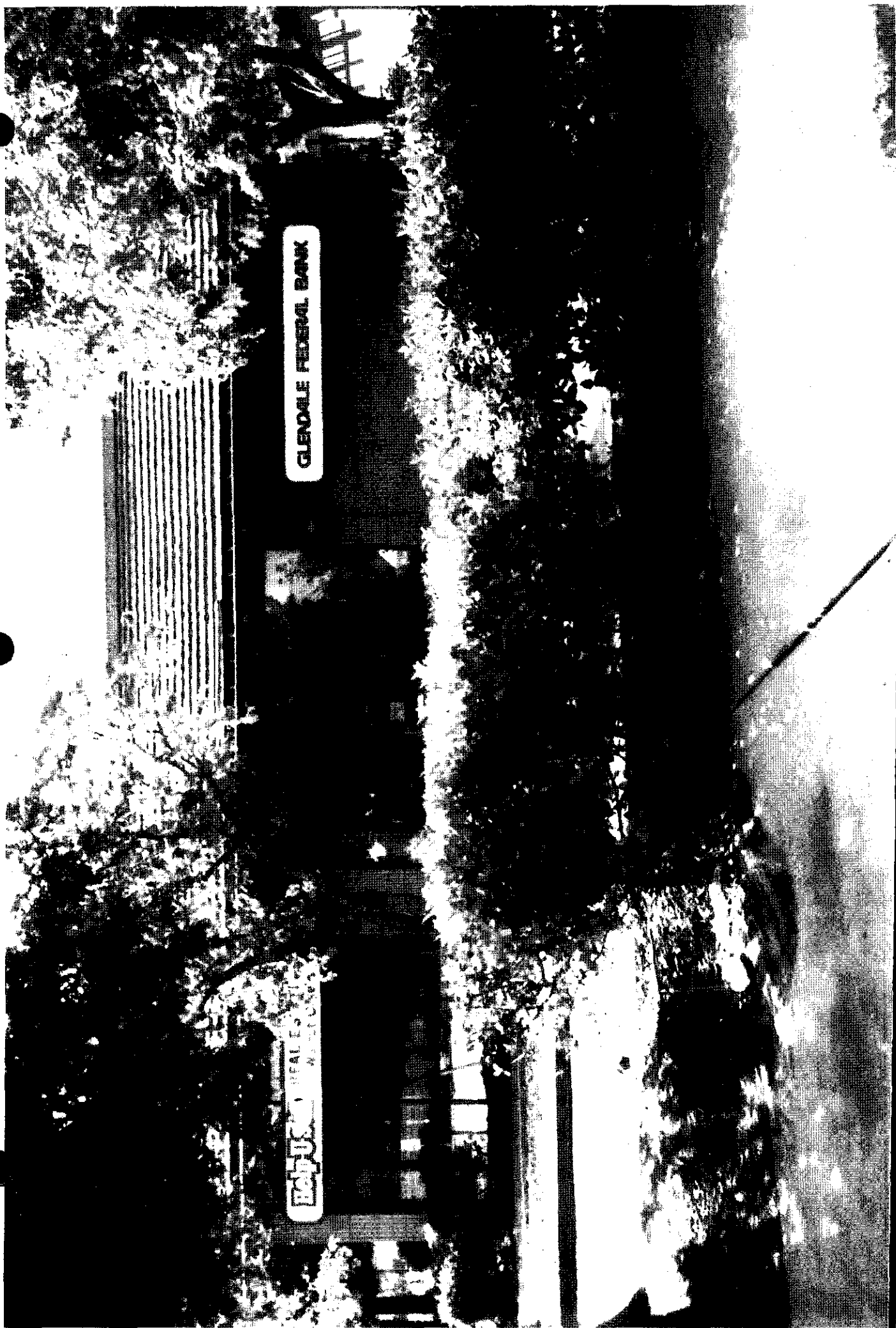
Fastened directly to fascia beam or building wall where applicable.

COPY:

Per tenant trade style colors as approved by program.

ILLUMINATION:

Fluorescent tubes, 800 MA cool white.



GLENDALE FEDERAL BANK

Help U.S. REAL ESTATE AGENTS

FEDERAL SIGN DUBLIN P.01

SIGN TYPE D: - MAJOR TENANT STOREFRONT SIGNAGE:

Identifies major tenant locations with internally illuminated individual metal letters and cabinets with plastic faces mounted at storefront elevation. Copy to be in trade style and color of major tenant. All copy must be internally illuminated. If a particular tenant's business requires vehicular movement or directional signage, such signage shall be permitted upon approval by owner and city.

Tenant logo type copy will be allowed in trade style and color.

Tenant will be allowed 15% of store frontage window area for mounting paper banners on interior surface of those stated windows.

LOCATION:

Major identification letter displays shall be mounted on approved roof structure.

SIZE:

To be approved by CSC owner and the City of Walnut Creek Planning Department. Major tenants must supply logo trade style on drawings for approval by CSC owner prior to permit filing. Sign area to be in compliance with WCMC (Walnut Creek Municipal Code). Size shall be appropriate to area to which it is attached.

INSTALLATION:

Letters fastened directly to roof structure.

MATERIALS:

Logos: Individual logo elements, sheet metal pan channel construction with plex faces.

Letters: Min. .060 aluminum returns, butt-welded to .080 aluminum backs. Backs to be smooth, Plexiglas faces and metal retainers.

FINISH:

Letters to be finished in dark bronze acrylic polyurethane. Retainers to be painted to match edging.

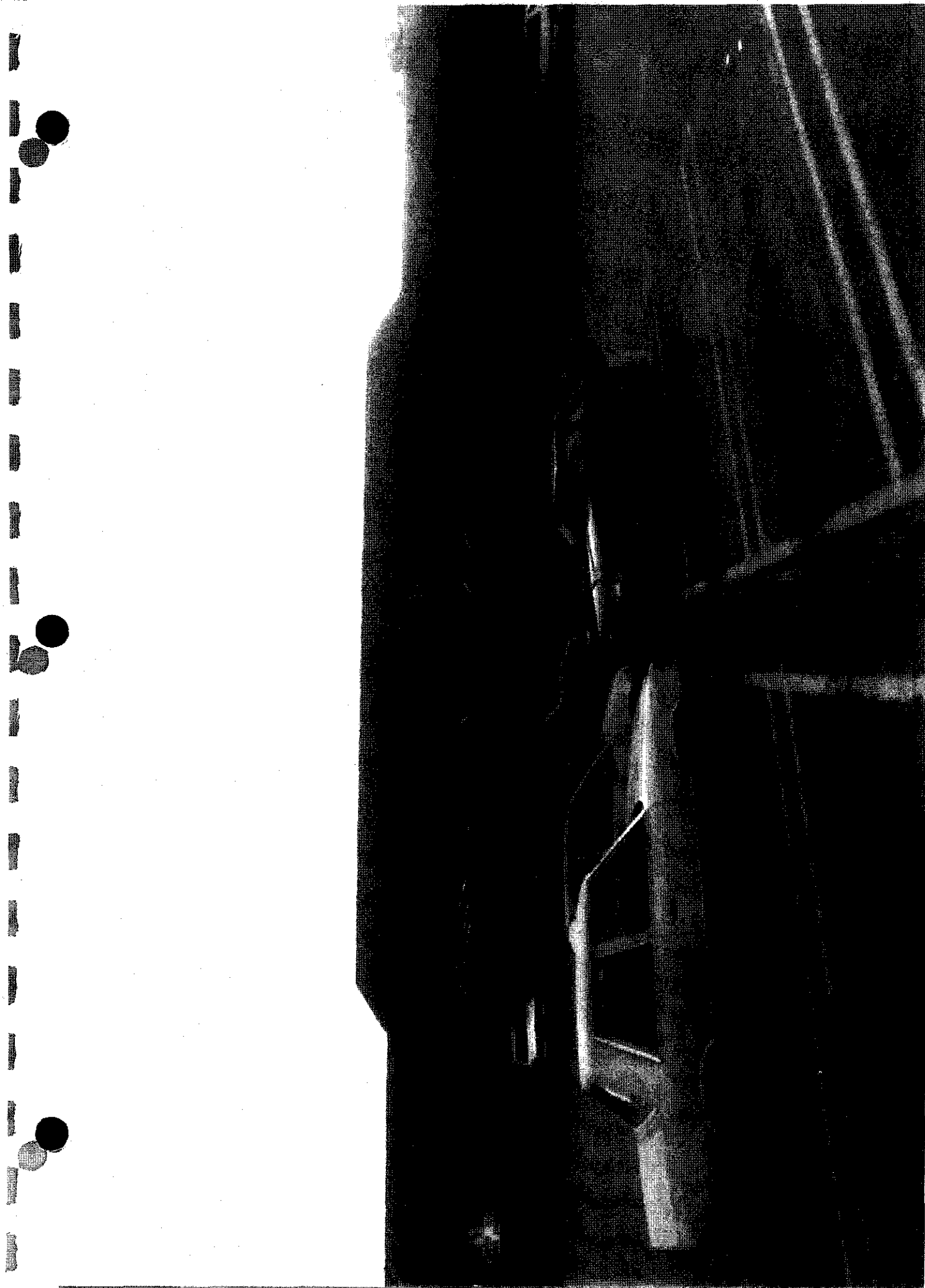
COPY:

Per tenant trade style and color, to be approved by the owner of CSC and the City of Walnut Creek Planning Department.

ILLUMINATION:

Letters and Logos internally concealed neon tubing, 30 MA. HPF transformers. Color of tubing to be compatible with plex faces.

4' LETTERS APPROVED FOR SAFEMAY 8.17.94
LONGS AND McLAUGHLIN'S SIGNS WERE EXISTING
- APPROVED AS SHOWN



AMERICAN

W.C. CANTON

DIRECTOR

INDIVIDUAL TENANT SIGNS

STORE SIGNS "F" & "G" GENERAL REQUIREMENTS

All signs are subject to the following regulations:

- A. Each tenant shall submit to the landlord for approval four (4) copies of detailed drawings indicating the location, size, color, layout, design, illumination, materials and method of installation. Material and/or color samples may be required by the landlord.
- B. All permits required by the City of Walnut Creek shall be obtained by the tenant or tenant's representative.
- C. All signs shall be constructed and installed at tenant's expense.
- D. Tenant shall be responsible for the fulfillment of all requirements and specifications provided by the Sign Program for Countrywood Shopping Center and all other applicable codes and ordinances of the City of Walnut Creek.
- E. All signs shall be reviewed for conformance with these criteria and for overall design, material and workmanship quality. Approval of final signage and installation of same shall remain the right of the landlord.
- F. Tenant shall be responsible for the installation and maintenance of tenant signage. Should tenant's sign require maintenance or repair, tenant is required to perform or cause to have performed such action to correct or repair signage within 5 days of written notice from landlord.
- G. Rear entry signs shall be upper case helvetica medium type- style numerals and or letters. Materials will be Scotchcal vinyl or equal, color to be white. Letter height shall be 3" and centered horizontally. Copy will be limited to tenant name and address.
- H. Neon and other window signage shall comply with U.L. standards and will be permitted only with landlord approval. Neon window signs shall comply with City of Walnut Creek neon guidelines.

TYPE F TENANT IDENTIFICATION SIGNS

LOCATION:

1. Sign cabinets shall be mounted to the underside of glu-lam beam, centered between concrete columns in close proximity to their storefront. Signs shall maintain a height consistent with existing center displays and attached to glu-lam beam above. No roof signs are permitted.
2. Sign cabinets shall not be located closer than 12" from concrete columns or 24" to an adjacent sign.

SIZE:

1. Sign cabinets shall be 28" high, length shall not exceed 80% of the length between concrete columns or 15', whichever is less. Depth and edge detail as indicated on sign section.

CONSTRUCTION:

1. Sign cabinet to have painted metal sides and backing with Internal illumination. Externally illuminated signs optional with concealed fluorescent fixture in canopy under eave.
2. All tenant signs to have edge detail and sign frame shape as indicated on sign elevation and sign section.
3. **It is the intent of this sign criteria to promote high quality tenant signage that allows a variety of signage concepts and materials within the standard sign cabinet design.**
4. Materials:

Face materials may be one of the following:

- a. Lexan or plexiglas face with opaque vinyl.
 - b. Tile background with tile or metal letters.
 - c. **Metal background with routed-out translucent letters or applied metal letters.**
 - d. **Solid carved wood.**
 - e. **Lexan or Plexiglas faces, routed-out with 3/4" push-thru translucent lettering.**
 - f. **Other materials or combination of materials may be considered subject review and approval by the City of Walnut Creek and Countrywood Shopping Center Management.**
- to

3. Colors:

Cabinet sides and back- Color to match Fuller O'Brien #668-05 Burnt Tile, standard color for Shopping Center.

Sign letters and face- Colors that compliment the building colors are encouraged.
See APPROVALS section below for additional face color information.

APPROVALS:

All Signs to be submitted to the City of Walnut Creek and Countrywood Shopping Center Management for their review and approval.

Sign faces constructed of Lexan or Plexiglas with opaque film or metal background may be approved without review by the Design Review Commission. These signs must comply with the following requirements:

• Background colors to match one of the following 3M film colors:

1. European Blue 3630-137
2. Burgundy 3630-49
3. Duranodic 3630-69
4. Holly Green 3630-76
5. White 3630-20
6. Black 3650-12

** To view actual colors, refer to color board in file*

All background colors to be opaque.

If white is used as a background color, the white must ^{BE PAINTED WITH} have a matte finish.

~~Letters and company logo may be translucent, color shall be approved by city staff.~~

Sign faces constructed of metal or tile may be approved without review by the Design Review Commission. These sign designs, and colors will be subject to approval by city staff.

Tenant Logo may be other colors not mentioned above, subject to approval by the City of Walnut Creek and Countrywood Shopping Center Management.

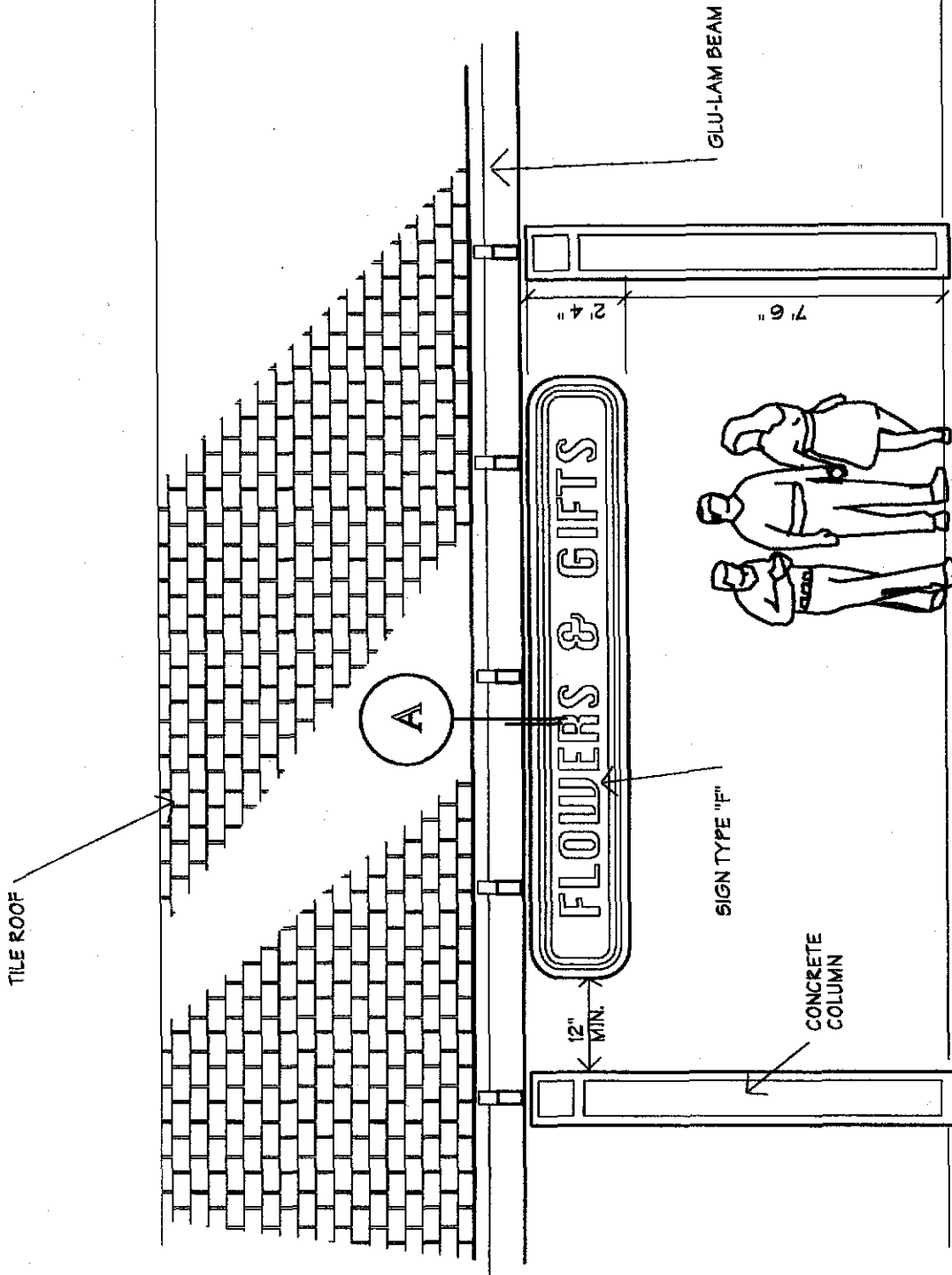
EXISTING SIGNAGE:

Existing tenant signs which do not comply with the above criteria to be updated to comply within 1 year of the adoption of this program.

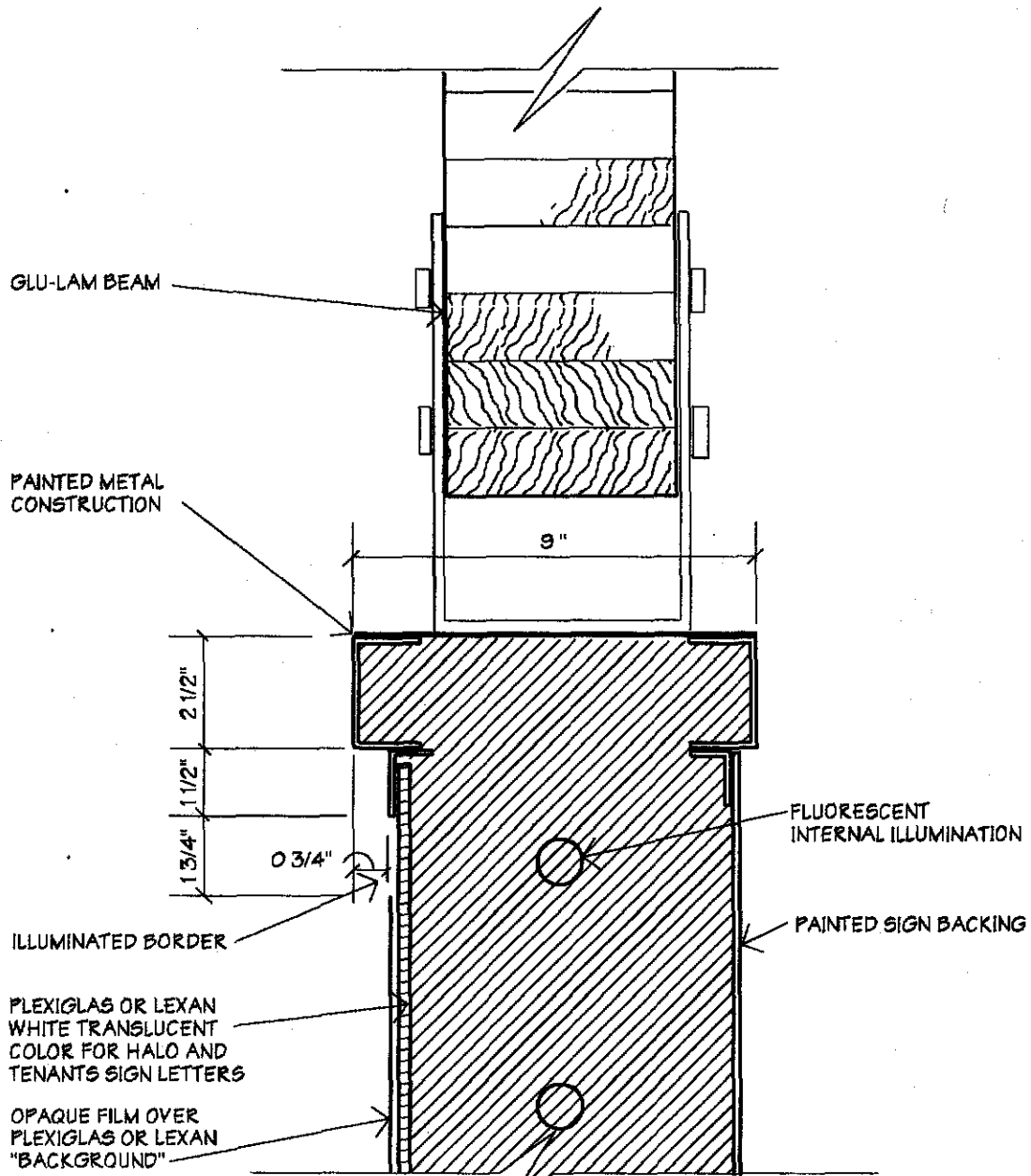
SIGN VARIATION:

To promote variations in sign face materials, the maximum quantity of signs with plastic faces shall be limited to 60% of the total type F signs.

The remaining 40% must be made from face materials other than plastic.



SIGN "F"
ELEVATION 1/4" = 1' - 0"
 COUNTRYWOOD SHOPPING CENTER, WALNUT CREEK



SIGN " F "

(FILM OVER LEXAN BACKGROUND,
SEE SIGN MATERIALS DESCRIPTION
OTHER POSSIBLE SIGN MATERIALS)

(A)

SECTION 3" = 1' - 0"

COUNTRYWOOD SHOPPING CENTER, WALNUT CREEK

TYPE "G"
UNDER CANOPY SIGNS

LOCATION:

Signs shall be mounted either to exterior wall or tenant space next to entrance or hung from canopy structure above. Signs shall maintain a minimum clearance of 8 feet from bottom of sign to sidewalk.

SIZE:

Signs are limited to 4.5 sf. maximum each side.

DESCRIPTION:

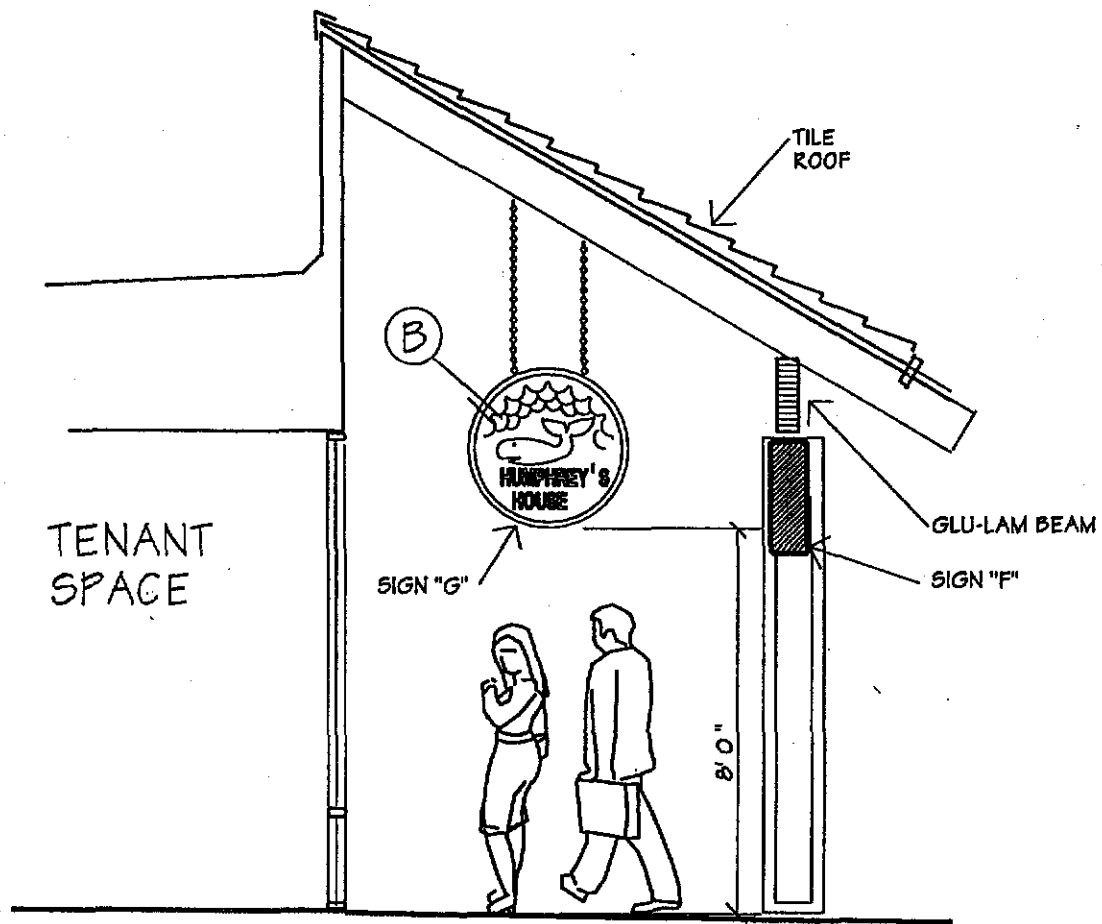
Solid wood sign, 2-3/4" thick with routed or sandblasted letters and/or graphics, border as indicated on detail. Shapes to be rectangular, oval, circular, or other as approved. Colors, finish and design of sign to be per tenants style and graphics.

INSTALLATION

Chain hung from canopy structure above or attached to exterior wall with decorate bracket. All chains to be painted flat black.

WINDOW GRAPHICS

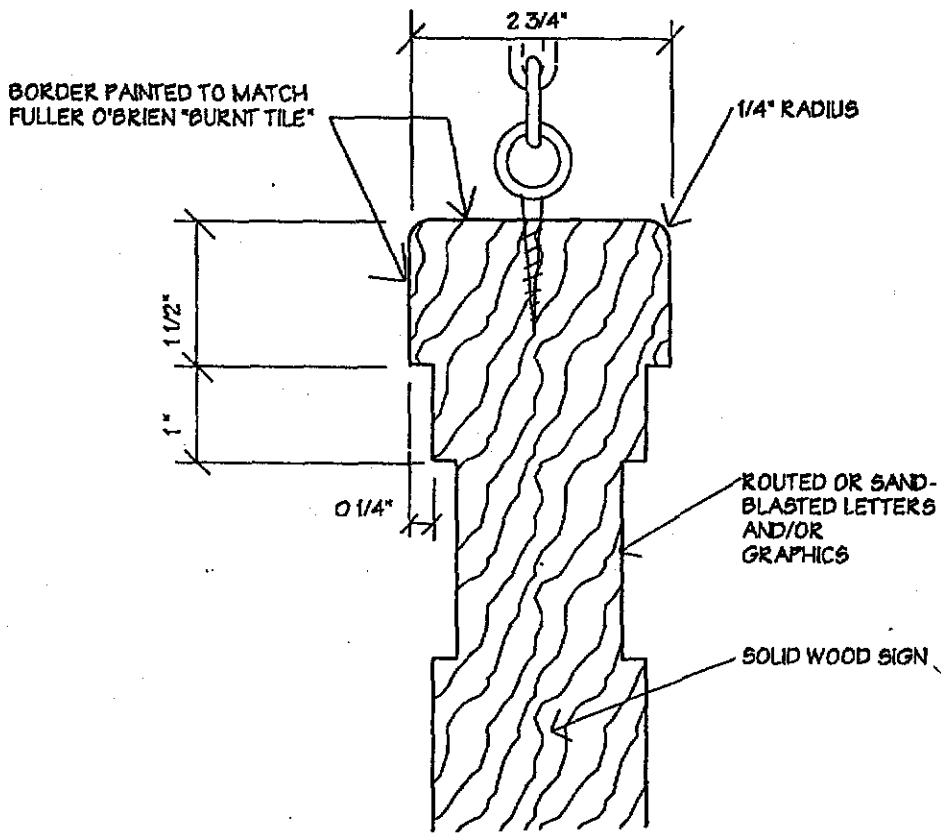
1. Tenant may display on either the entry door or adjoining window, but not on both, the following:
 - * Honored Credit Card Details - Maximum of three (3)
 - * Company Name and/or Logo - Limited to 6" x 10" area.
 - * Three (3) lines of copy limited to product or service description, business hours and address.



SIGN "G"

ELEVATION 1/4" = 1'-0"

COUNTRYWOOD SHOPPING CENTER, WALNUT CREEK



SIGN "G"

(B) SECTION 1/2 SIZE

COUNTRYWOOD SHOPPING CENTER, WALNUT CREEK

ADMINISTRATIVE PROCEDURES:

Conformance to the criteria and guidelines for Countrywood Shopping Center (CSC) Signage Program will be strictly enforced. Any non-conforming or unapproved signage installed by the tenant is strictly forbidden and shall be brought into conformance at the tenant's expense.

Any changes from the Signage Program must be approved by the owner of CSC and the City of Walnut Creek. Any regulations not mentioned in this program shall be as provided for in the City of Walnut Creek sign ordinance.

Procedures for Signage Application:

Owner shall provide tenant the criteria for the CSC Signage Program.

To obtain approval from the owner, each applicant shall submit the following to:

Landlord, at noticed address as stated in the fundamental lease provisions.

1. The completed application form required by the City of Walnut Creek, Planning and Building Department.
2. Four copies of scaled drawings, one of which will be colored, including all lettering and graphic diagrams and specifications for colors, construction, materials, illumination and installation. Cross section details shall also be shown in scale along with relevant site plot and elevation plans.

Building Permits.

All permits required for signage installation shall be obtained by the applicant, or his agent, at applicant's expense. The applicant shall be responsible for the fulfillment of all requirements and specifications contained in the CSC Signage Program.

Insurance:

Sign contractors shall carry WORKER'S COMPENSATION AND PUBLIC LIABILITY INSURANCE against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs

ADMINISTRATIVE PROCEDURES (Continued)

in an appropriate amount as required by the landlord and the City of Walnut Creek. Contractor or tenant shall indemnify the owner of CSC from any damages which may arise from the installation, maintenance or use of tenant's sign.

Maintenance:

Tenant is responsible for the maintenance of signs and shall keep the sign and its lighting in good appearance and proper operating condition at all times.

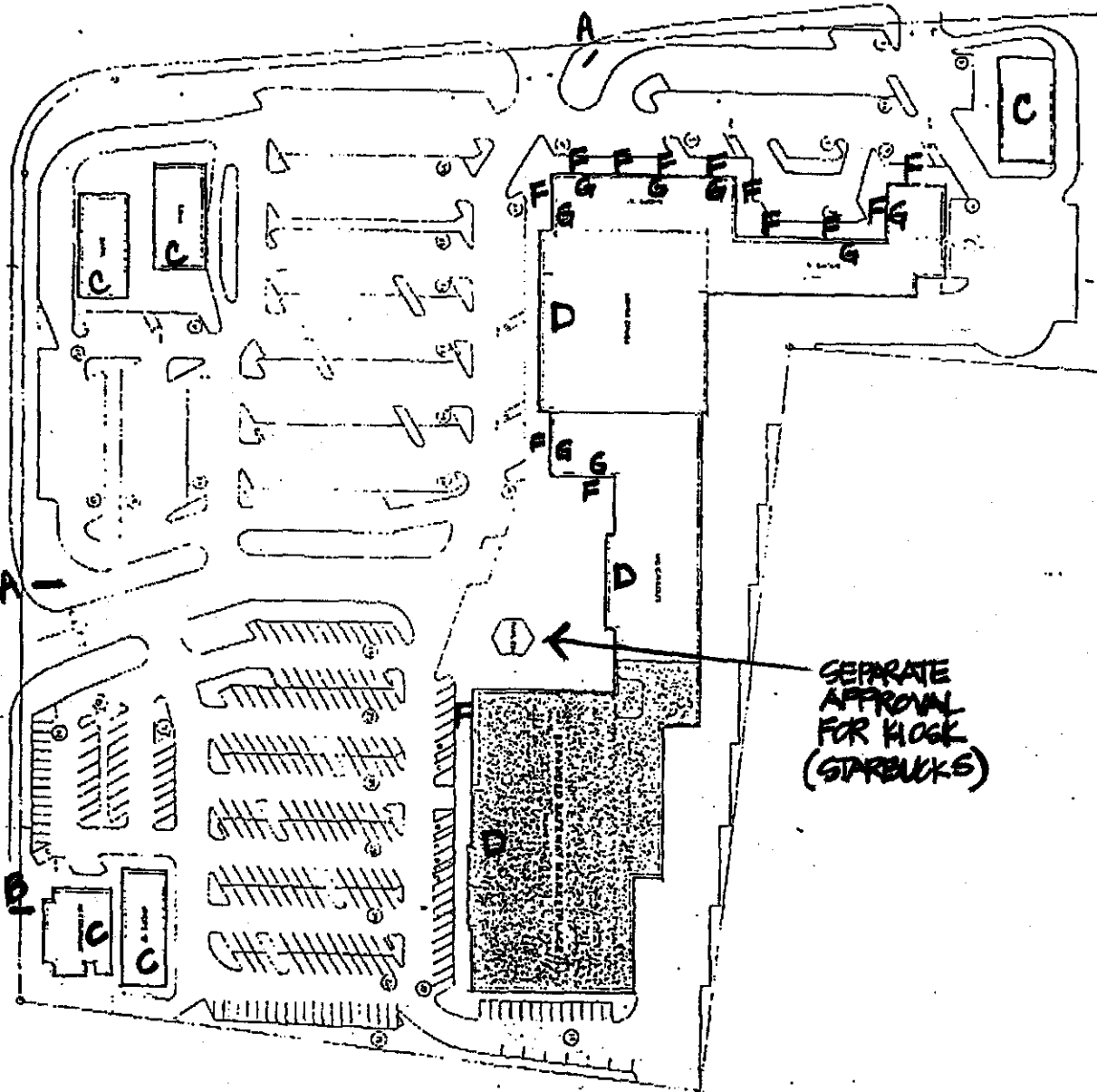
Hours of Operation:

Sign lighting will be required to be operated by time clocks to be provided by tenant. Hours of illumination shall be consistent with the operation of the shopping center.

SITE PLAN

BANCROFT BLVD

TREAT BLVD.



SEPARATE APPROVAL FOR HOGG (STARBUCKS)

- A - SHOPPING CENTER I.D.
- B - FREESTANDING I.D. FOR RESTAURANT
- C - WALL/CABINET SIGNS FOR SATELLITE TENANTS
- D - INDIVIDUAL LETTER SIGNS ON ROOF FOR MAJOR TENANTS
- E - NONE
- F - STANDARD TENANT I.D. CABINET
- G - UNDER CANOPY SHINGLE SIGN

structural network

1

SITE PLAN

PROPOSED STORE FOR
SAFeway STORE #338
 LOCATED AT
COUNTRYWOOD SHOPPING CENTER
 WALNUT CREEK, CA





