

August 2, 2018

Raul Anziani
Field Paoli Architects
150 California Street
San Francisco, CA 94111

Subject: Design Review Application No. Y18-062 Broadway Plaza Shopping Center Master Sign Program Amendment – Landlord Criteria – Broadway Plaza Shopping Center

The Walnut Creek Design Review Commission took the following action on your item on August 1, 2018.

- | | |
|---|--|
| <input type="checkbox"/> Approved | <input checked="" type="checkbox"/> Approved with Conditions |
| <input type="checkbox"/> Denied (without prejudice) | <input type="checkbox"/> Denied |
| <input type="checkbox"/> Held over to _____ | |

If the Design Review Commission took final action on your application, Resolution No. 3027 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,

KENNETH NODDER, Acting Secretary
Walnut Creek Design Review Commission

Enclosures: Resolution No. 3027
Standard Design Review Conditions
Exhibit A – Approved Plan

Cc: Macerich Northwest Associates, owner

WALNUT CREEK DESIGN REVIEW COMMISSION
RESOLUTION NO. 3027
DESIGN REVIEW APPLICATION NO. Y18-062
BROADWAY PLAZA SHOPPING CENTER MASTER SIGN PROGRAM AMENDMENT –
LANDLORD CRITERIA
BROADWAY PLAZA SHOPPING CENTER

Effective August 14, 2018, Unless Appealed Prior To That Date

Section 1. Background.

1. On August 1, 2018, the Walnut Creek Design Review Commission held a public hearing on Design Review/Sign Review Application No. Y18-062, filed on June 4, 2018, by Raul Anziani, Field Paoli Architects, representing Macerich Northwest Associates, on a request to amend the Landlord Criteria of the Broadway Plaza Master Sign Program (MSP) and allow the relocation of two previously approved signs and allow three additional signs within the Center. The 25.5-acre shopping center is located within the Core Area of Walnut Creek and is generally bounded by Mt. Diablo Boulevard, South Broadway, Newell Avenue, and South Main Street.
2. On July 18, 2018, the Sign Subcommittee of the Design Review Commission reviewed on the proposal which consists of Sign “eC” (freestanding, two-sided advertisement and directory signs) and Sign “eC-1” (one-sided advertisement panels). The proposed sign locations include the Nordstrom Paseo, Broadway Lane, Las Trampas Paseo, and Broadway Plaza Street. The Subcommittee found no significant issues and expressed support for the proposed relocated and new signs.
3. Broadway Plaza is designated Pedestrian Retail (PR) by General Plan 2025 and is zoned Planned Development (PD-2122). Broadway Plaza contains more than 80 retail stores and is currently served by 3,293 parking stalls in three parking garages. About 90 percent of the 1.1 million gross square feet has been built-out according to the Planned Development zoning, Broadway Plaza Long Range Development Plan, and Development Agreements as adopted by the City Council in 2013.
4. Master sign programs are governed by Sign Ordinance Section 10-8-109 (Master Sign Programs). The purpose of a sign program is to provide the minimum standards for the coordinated placement, size, and general appearance of signs to ensure that commercial signs are designed for the purpose of identifying a business in an attractive and functional manner, rather than to serve primarily as general advertising for the business(es), and as a means to safeguard life, health, property, and public welfare while promoting architectural compatibility which enhances the visual environment.
5. The Broadway Plaza Master Sign Program (MSP) was approved in 2015 by Design Review Commission Resolution No. 2935. The MSP contains two parts - Tenant Criteria and the Landlord Criteria. The latter provides for the Center’s identification, wayfinding, directory/kiosk, parking garage, and creek walk signs, and includes details regarding sign locations, type, dimensions, construction, materials, and illumination. Any amendment to the MSP must be approved by the Design Review Commission.

6. In April 2017, the Landlord Criteria was amended to allow for a large digital video board oriented towards the event plaza where Broadway Lane and Macy's Paseo converge (Design Review Commission Resolution No. 2986).
7. All governmental and utility agencies affected by this development have been notified and given the opportunity to respond thereto. Recommended conditions of approval have been incorporated where appropriate.
8. Public hearing notices for the project were mailed to property owners within 300 feet of the property and posted within a 300-foot radius of the subject property at least 10 days prior to the scheduled hearings.

Section 2. Findings. The project is subject to Design Review findings contained in the Walnut Creek Municipal Code, §10-2.4.1206. Required findings, below, are shown in **Bold** type and the reason(s) the project is consistent is shown in regular type:

1. **The project is consistent with the General Plan, any applicable Specific Plan and this Chapter.**

The approval of an amendment to a master sign program is required pursuant to Walnut Creek Municipal Code 10-8.109 Master Sign Programs, where a sign(s) is requested for: 1) a building or groupings of buildings which contain six (6) or more business or office uses, or 2) community uses that request more than two identification signs. The Master Sign Program is consistent with the *General Plan 2025* and the Walnut Creek Sign Ordinance. Additionally the project conforms to General Plan Goal 13 of the "Built Environment," which seeks to maintain and enhance high quality building design and urban design. The signs are consistent with Policy 13.1 in that the scale, appearance, and compatibility of the development are enhanced by the locations and formats.

The designs, and proposed locations of Signs eC and eC-1 are consistent with the Broadway Plaza Master Sign Program and Goal 13 of Chapter 4 of General Plan 2025, which seeks to maintain and enhance high-quality urban design. There is no applicable Specific Plan.

2. **The approval of this plan is in the best interest of the public health, safety and general welfare.**

The Landlord Criteria of the Broadway Plaza Master Sign Program provides for the Center's identification, wayfinding, directory/kiosk, parking garage, and creek walk information signs, and includes details regarding signage locations, type, dimensions, construction, materials, and illumination. The proposed new and alternative locations are in the best interest of the public health, safety and general welfare to promote wayfinding, economic development, and on-site businesses.

3. **General site considerations, including site layout, open space and topography, orientation and location of buildings, vehicular access, circulation and parking, setbacks,**

height, walls, fences, public safety and similar elements have been designed to provide a desirable environment for the development.

The proposed new and alternative sign locations have been reviewed for consistency with the adopted MSP and site conditions. The signs are appropriately sited in consideration of functional aspects of pedestrian movement in an orderly fashion and facilitates a desirable environment.

4. **General architectural considerations, including the character, scale and quality of the design, the architectural relationship with the site and other buildings, building materials, colors, screening of exterior appurtenances, exterior lighting and signing and similar elements have been incorporated in order to ensure the compatibility of this development with its design concept and the character of adjacent buildings.**

The project is consistent with the City of Walnut Creek Design Guidelines in that the new signs and alternate locations will promote wayfinding and visual interest to the site and complement the Center’s pedestrian environs. The amendment is summarized as follows:

Staff Reference	Sheet	Sign Type	Sides	Action	Location
A	6	eC	2	New sign	Affix centered on east end of Nordstrom paseo, between Nordstrom and Boudin Sourdough's dining patio.
B	7	eC	2	Relocate	Relocate from Macy's Paseo to Broadway Lane, between Wetzel's Pretzels kiosk and raised planter.
C	10	eC-1	1	Relocate & Convert (New sign)	Convert two-sided eC to eC-1 static ad panel and locate at base of staircase.
D	10	eC-1	1	New sign	Mount a one-sided ad panel to the building wall and aligned with crosswalk
E	10	eC	2	Relocate	Relocate from driveway at Lifetime Fitness corner to pedestrian access of parking structure

5. **General landscape considerations, including the location, type, size, color, texture and coverage of plant materials, provisions for irrigation, maintenance and protection of landscaped areas and similar elements have been considered to ensure visual relief, to complement buildings and structures and to provide an attractive environment for the enjoyment of the public.**

No new landscaping is proposed.

6. **Compliance with all provisions of the Preservation of Trees on Private Property of the Municipal Code.**

The project does not propose the removal of any tree. Therefore the project complies with the tree preservation ordinance.

7. **Where fine art work has been proposed, general consideration of category, form, scale, durability, siting and similar elements have been incorporated to complement the surroundings.**

No fine art is proposed nor required by this project because the project does not involve the construction or improvement of a building.

8. This project is categorically exempt from the requirements of California Environmental Quality Act under Class 1 (Existing Facilities).

9. Based on the evidence presented at the meeting, the Design Review Commission hereby resolves that this Commission makes the findings as outlined under §10-4.301, Chapter 4 (Design Review), Title 10 of the Walnut Creek Municipal Code for the reasons stated in numbers 1 through 7 above.

Section 3. Decision. Based on the findings as set forth above, this Commission hereby grants approval of Design Review Application No. Y18-062 Amendment of the Broadway Plaza Master Sign Program – Landlord Criteria, as shown on the plans labeled "Exhibit A" of Design Review Application No. Y18-062, subject to the following conditions:

DESIGN REVIEW CONDITIONS:

1. Exhibit A shall be incorporated into the Broadway Plaza Shopping Center Master Sign Program – Landlord Criteria.
2. All applicable conditions of approval of DRC Resolution No. 2935 (Application No. Y11-053) and DRC Resolution No. 2986 (Application No. Y11-053) shall remain in effect and shall be considered conditions of this approval.
3. Any changes to the approved colors, materials, building elevations, or other site plan considerations shall be reviewed and approved by the Design Review Commission or, if minor, by the Planning Division as an amendment to the design review approval, prior to issuance of any subsequent building permit or site development permit.
4. The Standard Design Review Conditions as adopted by the Walnut Creek Design Review Commission shall apply as conditions of approval for this proposal.
5. A building permit shall be obtained for the modifications and installation of signs. The

applicant/owner should contact the Building Division at (925)943-5834 to discuss submittal requirements in detail.

6. An encroachment permit is required for all work within the public right-of-way, including deliveries, loading/unloading, sign installation and mounting activities. An encroachment permit agreement is required for any sign that will be located within the public right-of-way.
7. Signage shall not obstruct visibility or access for vehicular or pedestrian traffic. Permit plans shall include sufficient details and dimensions to verify that adequate clearance and sight distance is provided.

STANDARD CONDITIONS:


8. The applicant and its heirs, successors, and assigns shall, at its sole cost and expense, indemnify, defend with counsel selected by the City, protect, release, and hold harmless the City and any agency or instrumentality thereof, including any of its officers, employees, commissions, and agents, from any and all claims, actions, or proceedings arising out of or in any way relating to the processing and/or approval of this Project, the purpose of which is to attack, set aside, void, or annul the approval of this Project and any environmental determination that accompanies it. This indemnification shall include, but not be limited to, suits, damages, judgments, costs, expenses, liens, levies, attorney fees or expert witness fees that may be asserted or incurred by any person or entity, including the applicant, third parties and the indemnitees, arising out of or in connection with the approval of this Project, whether or not there is concurrent, passive, or active negligence on the part of the indemnitees. Nothing herein shall prohibit the City from participating in the defense of any claim, action, or proceeding. The parties shall use best efforts, acting in good faith, to select mutually agreeable defense counsel. If the parties cannot reach agreement, the City may select its own legal counsel and the applicant agrees to pay directly, or timely reimburse on a monthly basis, the City for all such court costs, attorney fees, and time referenced herein.
9. In the event that any condition imposing a fee, exaction, dedication, or other requirement is challenged by the applicant in an action filed in a court of law or threatened to be filed therein which action is brought within the time period provided for by law, this approval shall be suspended pending dismissal of such action, the expiration of the limitation period applicable to such action, or final resolution of such action. If any condition is invalidated by a court of law, the entire project shall be reviewed by the City and substitute conditions may be imposed.
10. All outstanding fees owed to the City, including staff time spent processing this application, shall be paid in full prior to the issuance of a site development permit or building permit.

Section 4. Effective Date.

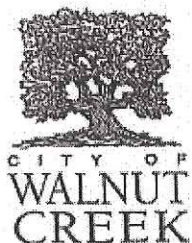
This resolution shall take effect on **August 14, 2018**, (10 days after mailing) unless appealed by that date.

PASSED AND ADOPTED ON August 1, 2018, by the Walnut Creek Design Review Commission at a regular meeting thereof upon motion by Commissioner [Weiss](#) and seconded by Commissioner [Case](#).

AYES: [Weiss, Case, Gorny, Velilla](#)
NOES: [None](#)
ABSENT: [Kilian](#)
ABSTAIN: [None](#)



KENNETH W. NODDER, Secretary
Walnut Creek Design Review Commission



STANDARD DESIGN REVIEW CONDITIONS

EXHIBIT A

Resolution No. 1326

All projects approved by the Walnut Creek Design Review Commission must meet the following standard conditions unless specifically exempted by the Commission:

1. Final building and site development plans shall be reviewed and approved by the staff prior to the issuance of a building permit. All such plans shall insure:
 - a. That standard commercial or residential security requirements as established by the Walnut Creek Police Department are provided.
 - b. That ramps, special parking spaces, signing and other appropriate physical features for the handicapped, are provided throughout the site for all publicly used facilities.
 - c. That continuous portland cement concrete curbing is provided for all parking stalls.
 - d. That exterior lighting of the building and site is not directed onto adjacent properties and the light source is shielded from direct offsite viewing.
 - e. That all mechanical equipment, including electrical and gas meters, is architecturally screened from view, and that electrical transformers are either underground, enclosed within the building, or placed behind the building so as not to be visible from any public right-of-way.
 - f. That all trash enclosures are of a sturdy, opaque materials (with trash receptacles screened from view) and are in harmony with the architecture of the building(s).
 - g. That all vents, gutters, downspouts, flashings, electrical conduits, etc. are painted to match the color of the adjacent surface.
 - h. That all materials and colors are to be as approved by the Design Review Commission. Once installed, all improvements are to be maintained in accordance with the approved plans. Any changes which affect the exterior character shall be resubmitted to the Design Review Commission for approval. Minor changes may be approved by staff.
 - i. That each parking space designated for compact cars be identified with a pavement marking reading "Compact Only," or its equivalent, and additional signing if necessary, as required per Section 10-2.1901 (g).
 - j. That soffits and other architectural elements visible from view but not detailed on the plans be finished in a material in harmony with the exterior of the building.
 - k. That the Consolidated Fire District, Central Sanitary District, E.B.M.U.D. or Contra Costa County Water District, and any other public agencies requiring review of the project, be supplied with copies of the final building and site plans, and that compliance be obtained with their minimum code requirements.

(continued)

1. That the noise standards established in the General Plan shall be applicable to all developments. These noise standards apply to exterior and interior noise levels and are:

	Exterior (CNEL)	Interior (CNEL)	
		Laboratory Tested Assembly	Field Tested Assembly
Residential (Critical Receptors including Schools & Hospitals)	60 dB (A)	50 dB (A)	45 dB (A)
Commercial	70 dB (A)	_____	55 dB (A)

m. No new buildings or remodelings of existing buildings shall use non-colored metal window or door frames unless specifically requested by the applicant and specifically discussed and approved for the project.

n. Approved address numbers shall be provided in such a manner that they are legible to the public from the street fronting the property.

2. Final landscape plans, irrigation system plans, tree preservation techniques, and guarantees, shall be reviewed and approved by the staff prior to issuance of the building permit. All such submittals shall insure:

a. That plant material is utilized which will be capable of healthy growth within the given range of soil and climate.

b. That proposed landscape screening is of a height and density so that it provides a positive visual impact within three years from the time of planting.

c. That unless unusual circumstances prevail, at least 75% of the proposed trees on the site are a minimum of 15 gallons in size, and at least 50% of the proposed shrubs.

d. That a plan for an automatic irrigation system be provided which assures that all plants get adequate water. In unusual circumstances, a manual or quick coupler system may be used.

e. That portland cement concrete curbing is to be used at the edges of all planters and paving surfaces.

f. That all cut and fill slopes in excess of 5 feet in height are rounded both horizontally and vertically.

g. That all cut and fill slopes graded and not constructed by September 1 of any given year are hydroseeded with perennial or native grasses and flowers, and that stock piles of loose soil existing on that date are hydroseeded in a similar manner.

h. That the area under the drip line of all existing oaks, walnuts, etc., which are to be saved are fenced during construction and grading operations are restricted under them to prevent soil compaction around the trees and to protect them from damage.

i. That all landscaping shown on plans approved by the City be maintained in a healthy and weed-free condition.

j. Terraced planting shall not be allowed to drain freely across sidewalks, landscape and building faces.

3. Final inspection or occupancy permits will not be granted until all construction and landscaping is complete in accordance with approved plans and the conditions required by the Commission, or a bond has been posted to cover all costs of the unfinished work.

SIGN SCHEDULE

EXHIBIT A

CITY OF WALNUT CREEK
Community & Economic Development

APPROVED PLAN
Exhibit A

- Planning Manager
- Planning Director
- Public Review Commission*
- Planning Commission
- City Council

Resolution Number: 3027

Date Approved: 2018-08-01

Permit Number: T18-062

SIGN DESTINATION	PROPOSED SIGN TYPE	DETAILS	SIGN DESTINATION	PROPOSED SIGN TYPE	DETAILS
eA-1	DISTRICT IDENTITY- FREESTANDING- TYPE 1	PG. 13-14	eH	LIGHT POLE BANNER	PG. 26
eA-2	DISTRICT IDENTITY- FREESTANDING- TYPE 2	PG. 15	eI	CREEK WALK	PG. 27-28
eB	VEHICULAR DIRECTIONAL- PARKING	PG. 16-17	eJ	LOADING DOCK IDENTITY	PG. 29
eC	2-SIDED DIRECTORY/ ADD KIOSK	PG. 18-19	eK-1	PARKING GARAGE SIGNS	PG. 33
eC-1	1-SIDED STATIC AD PANEL	PG. 18 (SIM)	eK-2	PARKING GARAGE SIGNS	PG. 34
eD	PEDESTRIAN DIRECTIONAL- FREESTANDING	PG. 20	eK-3	PARKING GARAGE SIGNS	PG. 35
eE-1	PEDESTRIAN DIRECTIONAL- BLADE (POLE MOUNTED)	PG. 21-22	eL	LARGE FORMAT SIGNS	PG. 36-37
eE-2	PEDESTRIAN DIRECTIONAL- BLADE (WALL MOUNTED)	PG. 23-24			
eF-1	PARKING COUNTER- FLOOR MOUNTED	PG. 25			
eF-2	PARKING COUNTER- EXISTING FREESTANDING	PG. 25			

EXHIBIT A
T18-062
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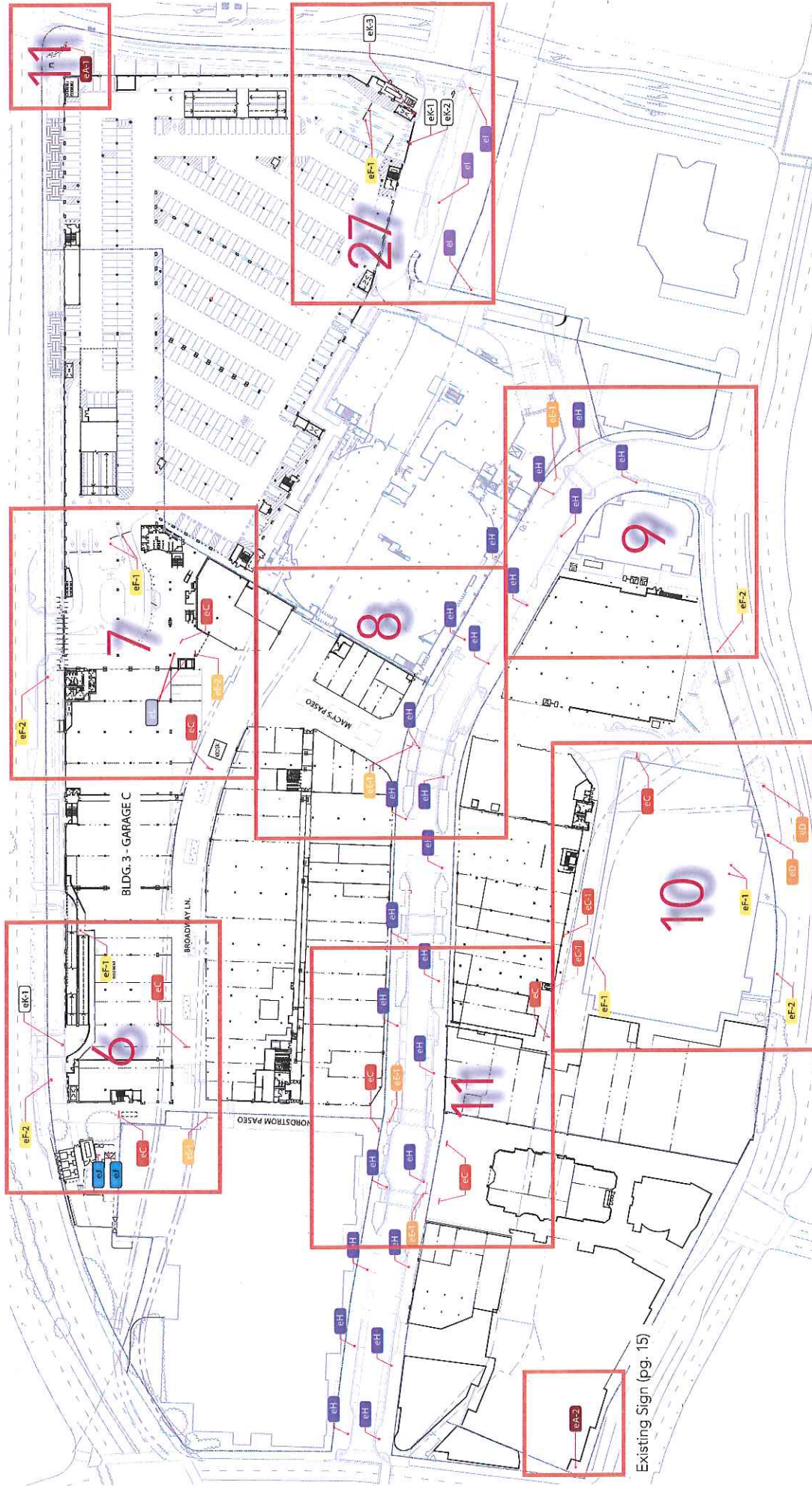


MASTER SIGN PROGRAM LANDLORD CRITERIA

6/27/2018



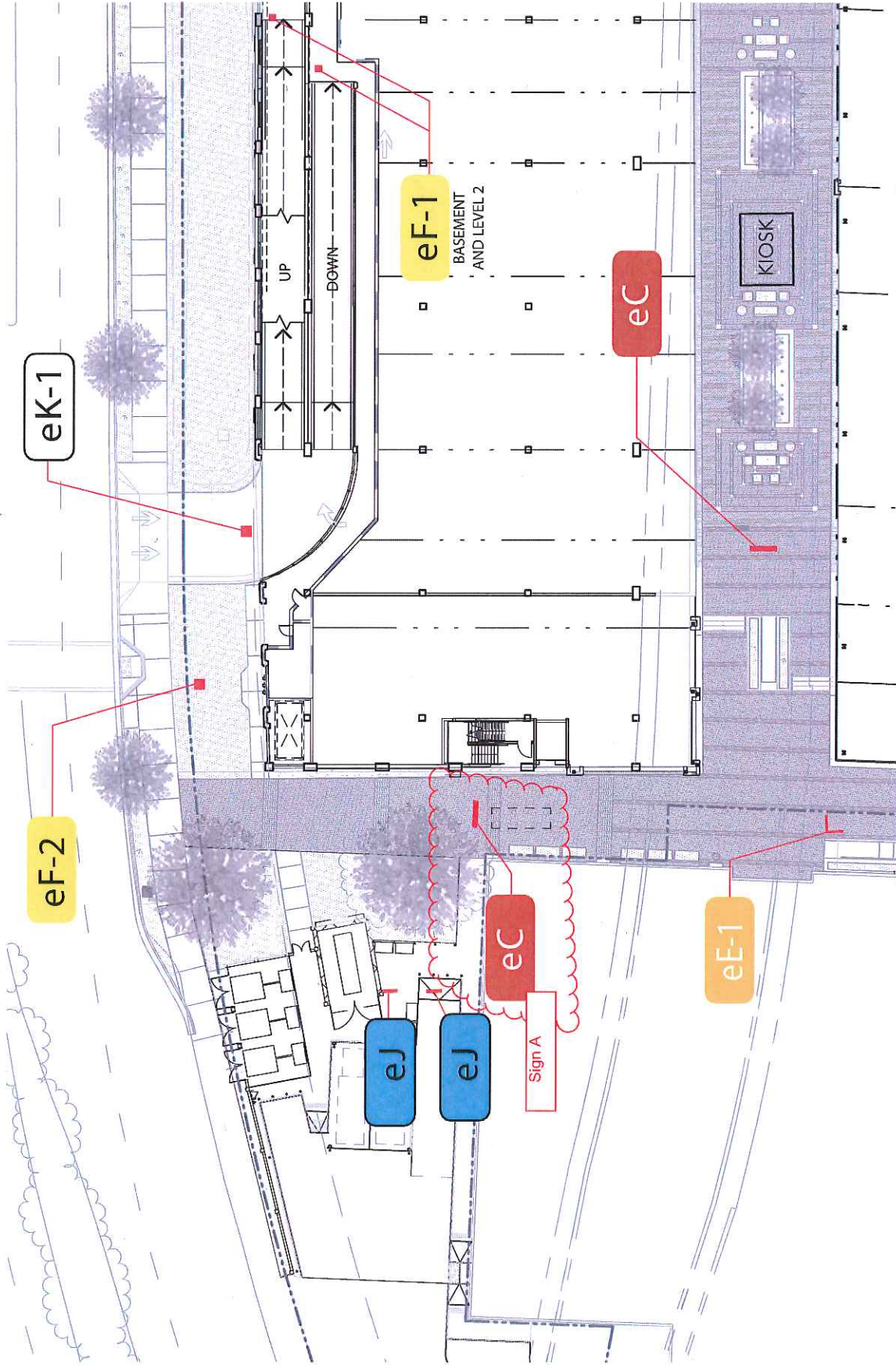
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Existing Sign (pg. 15)

Existing Signs (pg. 20 & 25)

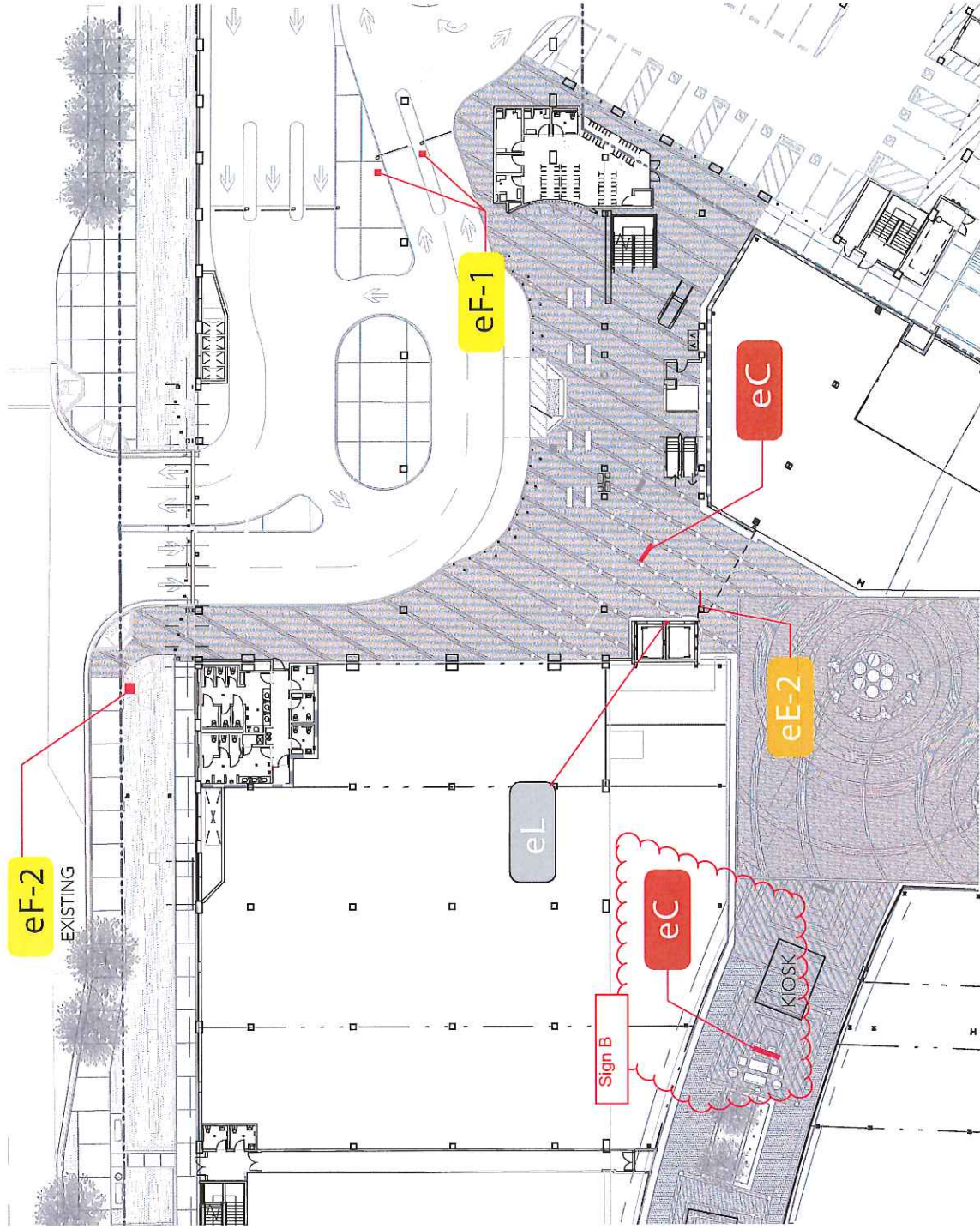
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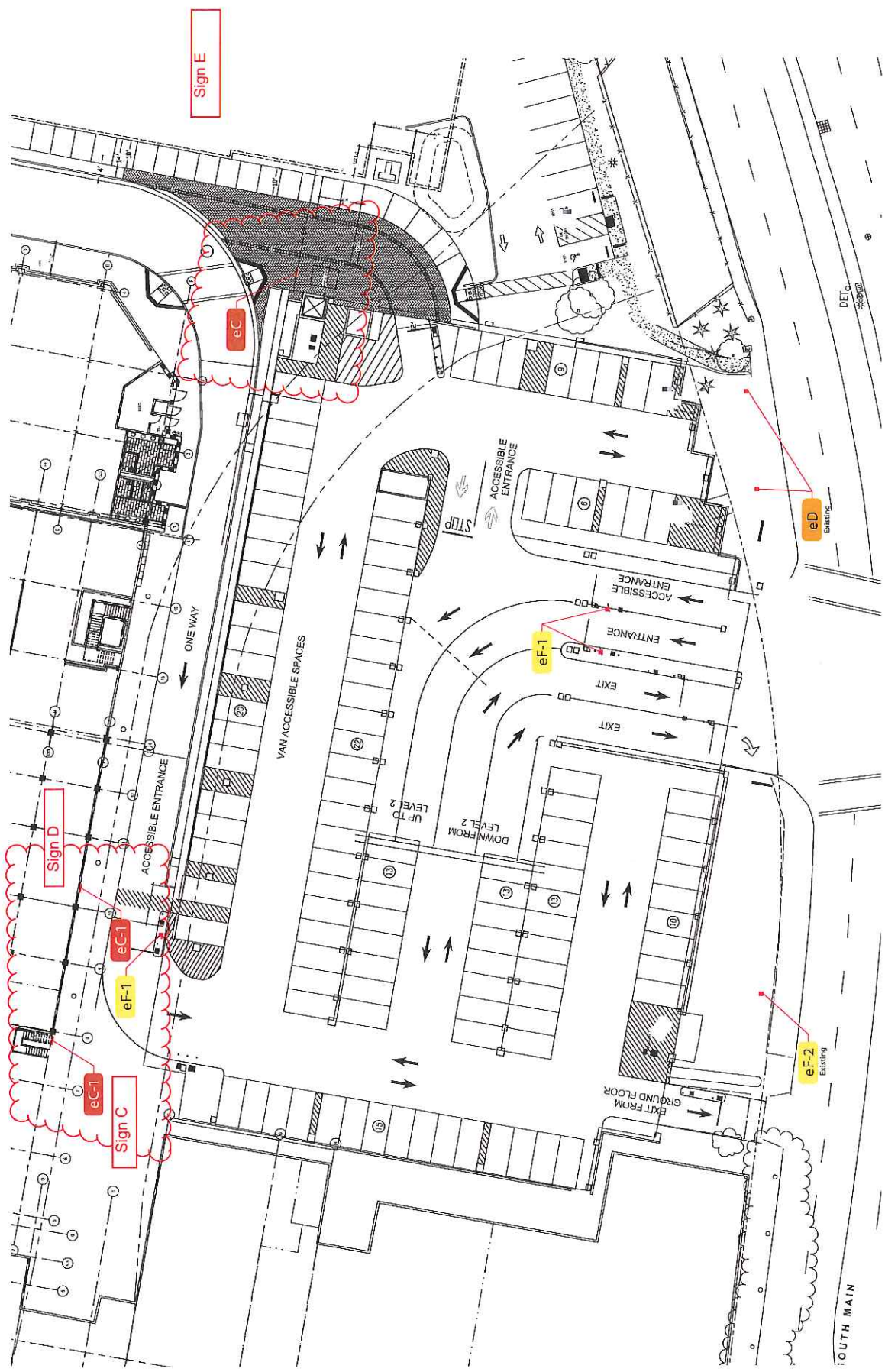
MASTER SIGN PROGRAM LANDLORD CRITERIA

6/27/2018

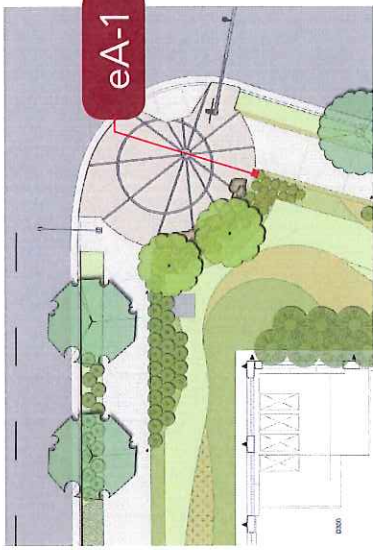
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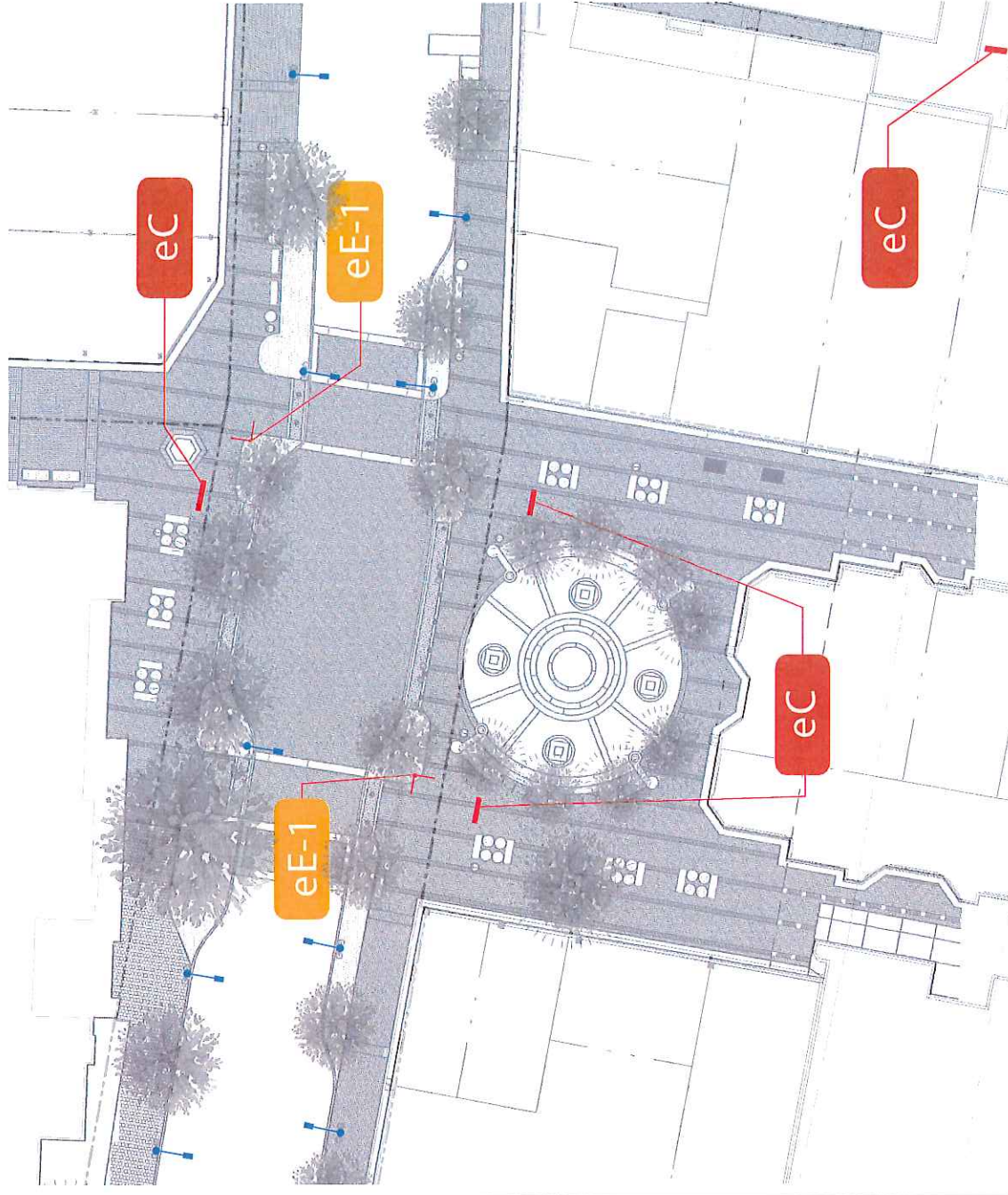
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Gateway Plan- Broadway Plaza sign front and back facing intersection and maps facing sidewalk



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