



ANTIOCH CA 94509

(415) 778-3491

CITY HALL THIRD AND H PO 130

August 18, 1988

Dennis Wyatt
WYATT & ASSOCIATES
1165 S. Pennsylvania Street
Denver, CO 80210

NOTICE OF DECISION: DESIGN APPROVAL FOR MAJOR TENANT SIGNAGE AND
A MINOR TENANT SIGN PROGRAM AT FRY'S CENTER
LOCATED ON CONTRA LOMA BOULEVARD AND PUTNAM
STREET (S-88-11)

Dear Mr. Wyatt:

At a regular meeting of the Design Review Board held on August 10, 1988, your request for design approval for major tenant signage and a minor tenant sign program at Fry's Center, generally located at Contra Loma Boulevard and Putnam Street was APPROVED, subject to conditions. Following the public hearing, the Design Review Board adopted Resolution No. 88-39, a copy of which is attached.

Pursuant to Section 9-5.607 (Appeal) of the Antioch Municipal Code, in the event you are not satisfied with the action of the Design Review Board or object to any of the conditions attached to this approval, you may, within five (5) working days, appeal in writing to the Planning Commission. All appeals to the Commission shall be accompanied by a filing fee in the amount of \$25.00, which is not refundable.

If you have any questions, please feel free to contact Mr. Victor Carniglia, Senior Planner.

Sincerely,

DEBBIE SMITH, Secretary
to the Design Review Board

Attachments

CC: Planning Commission
Engineering
Building
Police
Fire
Finance
Code Enforcement Officer

DESIGN REVIEW BOARD
Regular Meeting
July 27, 1988
Page 2

~~8-88-11~~ DENNIS WYATT/FRY'S FOOD & DRUG STORES request
design approval for major tenant signage and a
minor tenant sign program at Fry's Center,
generally located at Contra Loma Boulevard and
Putnam Street.

RESOLUTION NO 88-35

Planning Technician Simon presented the staff report dated July 18, 1988 recommending that the Design Review Board approve the project subject to the conditions contained in the proposed resolution. Chairman Jackson opened the hearing asking if anyone wished to speak.

Stan Love, representing Fry's Food Stores, described the sign locations, letter size and sign colors as they relate to center colors. Board Member Seelinger expressed his concern that too many signs were proposed and the wording was redundant. Board Member Ginochio also indicated she was concerned with the number and use of the signs. There was some discussion about whether or not the signage as proposed was in conformance with the guidelines. Mr. Love described the process undergone to determine the wording used on the signs based on signage previously approved in the Raley's shopping center.

Pat McCormic, Dixon Sign Company, Benicia, further explained the rationale behind identification of the shopping center and street exposure for Fry's Food. There was some discussion of the entrance signage and its location so near to the residential area.

Erwin Cornfeld, owner of the shopping center, addressed small tenant signage indicating he could live with 65% of the store frontage for store fronts as long as store fronts with fifteen feet and less be allowed 70% of the store fronts' width. He requested the corner tenant be allowed a forty-five degree sign to 65% of his store frontage. Under project specific conditions, he requested language be added to allow the lettering of the name of the shopping center be lit; condition #7 should allow the cap tenant to have a sign on both sides of his fascia. During further discussion of condition #7, the applicant suggested that a variety of lettering and colors, contrary to section h and i, was

desired. He requested condition #8 to allow identification of services provided by a tenant. Staff suggested condition #8 require business name to be stressed with the product or services allowed on signage as deemed necessary on a case by case basis. Mr. Cornfeld addressed condition #13 suggesting special promotional events be allowed with the landlord's consent that may include promotional media in the common area. In conclusion, Mr. Cornfeld requested the signage approval be for longer than one year to allow for some consistence for future tenants. Staff corrected the date listed with condition #11 to "July 27, 1989".

Al Cosmos, 3374 Hacienda Way, requested the location of the sign and entrance on Putnam be further explained. [end of tape] Hearing no further comments, Chairman Jackson closed the hearing.

There was further discussion of signage for separate concessions within Fry's. After reviewing the staff report and considering testimony offered, a motion was made by Vice Chairman Callahan, seconded by Board Member Seelinger and carried by the following vote to APPROVE the project subject to the conditions contained in the proposed resolution excluding all the standard conditions relative to the tenant signage and addressing only Fry's Food signage; modifying condition #1 to indicate six and one-half (6 1/2') feet from the elevation of back of sidewalk; condition #2 "That only the letters of the monument signs are to be internally lit"; condition #3 omit "and minor tenants"; condition #5 modified to delete "flower shop" and "video" signs; condition #6 that both monument signs contain wording as agreed to during the hearing.

AYES Board Members Seelinger Ginochio and Vice
Chairman Callahan.

NOES: Chairman Jackson

Chairman Jackson directed staff to place this item on the agenda for the August 10th meeting of the Design Review Board to address minor tenant signage. Chairman Jackson called a brief recess.

P/ARCH-88-9--CRAIG COVERT/STEDMAN & ASSOCIATES request
design approval for Hillcrest Plaza generally
located on the east side of Hillcrest Avenue,
north of the Contra Costa Canal and south of
the future Wild Horse Road.

RESOLUTION NO. 88-39

WHEREAS, the Design Review Board of the City of Antioch did receive a request by CENTERWEST PARTNERS VENTURE I/FRY'S FOOD STORES for major tenant signage and a minor tenant sign program at Fry's Center, located on Contra Loma Boulevard at Putnam Street (S-88-11); and

WHEREAS, the Design Review Board on August 10, 1988 duly held a hearing, received and considered evidence, both oral and documentary.

NOW THEREFORE BE IT RESOLVED that the Design Review Board of the City of Antioch does hereby APPROVE the plan as presented for signage for Fry's located at Contra Loma Boulevard at Putnam Street, subject to the following conditions:

PROJECT SPECIFIC CONDITIONS

1. Minor tenant signage shall only be permitted on the front (Contra Loma Boulevard) elevation and on the fascia at the northeast corner which is at a 45 degree to the street.
2. That all new signage for individual tenants be reviewed and approved by City Staff prior to installation.
3. That the following shall apply to all new signage for individual tenants:
 - a. The tenant sign will be of individual letter construction and letter, numeral, or unit will be attached, structurally and electrically, to the fascia.
 - b. Tenants will be allowed one sign, except the tenant at northeast corner, which may have 2 signs.
 - c. Logos will be considered on a case-by-case basis
 - d. Each letter, numeral, or unit may be internally illuminated and will be faced with plexiglass or similar material.
 - e. For single line signage, the height of any capital letters will be eighteen (18") inches, and the lower case letters, if used, will be in proportion.
 - f. Single line signage which conforms to condition 2e shall be used when possible. Only when tenant's business name cannot be accommodated on a single line shall stacked, maximum two (2) line, signage be allowed. All stacked signage shall be limited to ten (10") inch high letters with a two (2") inch space between lines.

- g. The overall length of signs will not exceed 65% of the of the width of the storefront, except for storefronts of 15 feet or less in width. For these narrow stores, the overall length of signs will not exceed 70% of the storefront width. That at the four instances where the pilasters interfere with the fascia the signage shall be no greater than 65% of the store frontage and shall not encroach within one (1') foot of the adjoining frontage and/or the pilaster.
- h. The letter style for all tenants shall be considered on a case-by-case basis and to be compatible to each other.
- i. The colors to be used will be approved on a case-by-cases basis by the landlord and City staff; colors to be complimentary to adjacent signage. Letters to be monochromatic within a sign.
- j. Signage shall be placed only on the canopy fascia band.
- k. To assure architectural integrity to the building facade, the use of all sign colors, details and materials will be subject to the Landlord's approval and City approval. Complete shop drawings, indicating dimension, materials, and colors must be submitted to the landlord for written approval prior to application for approval by the Antioch City Planning Department.
- l. Tenant identification on exterior service or stock room doors and any miscellaneous signs that may be required on the exterior of the demised premises will be of a standard size and design, specifications shall not exceed six (6) inches in height, for which will be provided by the Landlord prior to completion of construction.

Miscellaneous:

- m. Flashing, moving or audible signs will not be permitted.
- n. No exposed neon lighting shall be used on signs, symbols or decorative elements except with Design Review Board approval.
- o. No exposed conduit, tubing or raceways will be permitted.
- p. All conductors, transformers and other equipment shall be concealed.

- q. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
- r. Sign contractor shall repair any damage caused by his work and Tenant shall be fully responsible for the operations of his sign contractor(s).
- s. No signmaker's labels, trademark symbols, or other identification will be permitted on the exposed surface of the signs.
- t. Wording of the sign shall generally be limited to one item of product or service description regardless of how the business name was filed. All requests for supplemental copy in excess of the one description allowed shall be reviewed by the Design Review Board for appropriateness.
- u. If the fascia sign is ever removed for replacement or because of termination of Lease, Tenant shall leave the fascia panel in good conditions, normal wear and tear excepted. Without limitation, Tenant shall specifically be required to fill in a workmanlike manner any holes left in the fascia panel by removal of the sign.
- v. Tenant shall pay for the cost of all signing. Tenant shall not be allowed to open for business prior to the installation of exterior illuminated signing. In the event that Tenant is not able to install said signing prior to opening for business, Tenant shall provide Landlord with a signed contract from the sign contractor. Said contract shall provide for installation of Tenant's sign within 30 days after Tenant's opening for business. In such event, Tenant may open for business with Landlord's consent.
- w. Tenant shall not have the right to place, construct, or maintain any other sign, advertisement, awning, banner and other exterior decoration without Landlord's consent and City approval. All signs shall conform to the City sign ordinance.
- x. Tenant shall not have the right to place, construct, or maintain on the glass panes and supports of the show windows of the Premises, the doors, and the exterior walls or roof of the building in which the Premises are located or any interior portions of the Premises that may be visible from the exterior of the

Premises, any signs, advertisements, names, insignia, trademarks, descriptive material, or any other similar item without Landlord's consent. Any window sign in excess of four (4) square feet shall be considered in the calculation approval of the Tenant sign by the City of Antioch.

- y Tenant shall not without City and Landlord's consent place, construct, or maintain on the Premises any advertisement media, including without limitation, searchlights, flashing light, loudspeakers, phono-graphs, or other similar visual or audio media. Distribution of solicitation of business or advertising by businesses shall be in accordance with the Antioch Municipal Code.
 - z. That signage is to be centered with the exception of the frontages including the pilasters.
4. That neon signage in storefront glazing areas is to be approved by staff; maximum illumination to be under 400 milliamps.

STANDARD CONDITIONS

- 5. Conditions required by the Design Review Board, which call for a modification or any change to the site plan submitted, must be corrected to show those conditions and all standards and requirements of the City of Antioch prior to any submittal for a building permit. No building permit will be issued unless site plan meets the requirements stipulated by the Design Review Board and standards of the City. All future pad buildings shall have their signage reviewed by the Design Review Board.
- 6. That the City staff inspect the site for compliance of conditions prior to final inspection approval
- 7. Unless acted upon, this approval expires one year from date of approval (August 10, 1988).
- 8. Compliance with the City of Antioch Municipal Code.
- 9 All signage be in compliance with existing sign ordinances.

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I HEREBY CERTIFY that the foregoing resolution was duly adopted by the Design Review Board of the City of Antioch, County of Contra Costa, State of California, at a regular meeting of said Design Review Board held on the 27th of July, 1988 by the following vote:

AYES: Board Members Adams, Ginochio, Seelinger and Vice Chairman Callahan.

NOES: None

ABSENT: Chairman Jackson.



DEBBIE SMITH
Secretary to the Design Review Board