REGULAR MEETING OF THE
CITY OF CONCORD
DESIGN REVIEW BOARD

Thursday, October 13, 2016
5:30 p.m., Regular Meeting
PERMIT CENTER CONFERENCE ROOM
1950 Parkside Drive, Bldg. D

Design Review Board Members
Jack Moore, Chair
Kirk Shelby, Vice Chair
David Litty
Ross Wells
Jason Laub – Planning Commission Liaison

AGENDA

PUBLIC COMMENT PERIOD

ADDITIONS/CONTINUANCES/WITHDRAWALS

CONSENT CALENDAR

A. 9/22/16 Meeting Minutes

STAFF REPORTS

HEARINGS

1. Concord Terminal Shopping Center (PL16332 – DR) – Final Design Review to paint the exterior buildings of the Concord Terminal Shopping Center at 2693-2787 Clayton Road. The General Plan designation is Downtown Mixed Use; Zoning classification is DMX (Downtown Mixed Use); APN 113-288-015. **Project Planner: Lorna Villa @ (925) 671-3176**

2. Park N Shop Design Guidelines (PL16092 – DR) – Preliminary Design Review for façade improvements and a master sign program for the Park & Shop retail center. The General Plan designation is Downtown Mixed Use; Zoning classification is DMX (Downtown Mixed Use); APN's 126-281-033,005, 007, 009, 010, 011, 012, 013, 035, 040, 041, 022 through 028; and 126-360-001 through 009. **Project Planner: Afshan Hamid @ (925) 671-3281**

BOARD CONSIDERATIONS/ANNOUNCEMENTS

STAFF ANNOUNCEMENTS

ADJOURNMENT

NOTICE TO PUBLIC

No item will be considered for hearing after 9 P.M. Items remaining on the agenda will be rescheduled.

At the beginning of the meeting any items to be held over will be announced. The staff may bring up following this, any items on the agenda that are of a routine and non-controversial nature, and the chairperson may call for action on these items without further discussion if there is no opposition present at the meeting. Normal hearings will then proceed for the remainder of the agenda.

Staff will not provide written summaries of the Board's discussions on preliminary review or continued agenda items. Applicants should be prepared to take all necessary notes regarding the Board's comments, suggestions, and directions on projects, or schedule an appointment to review tape recordings of the meetings. For items resulting in a final action by the Board, action letters will be prepared by staff and distributed to the applicant.

Correspondence and writings received that constitutes a public record under the Public Records Act concerning any matter on this agenda are available for inspection during normal business hours by contacting the Planning Division, located at 1950 Parkside Drive, Wing D, Concord, CA. For additional information contact (925) 671-3152.

In accordance with the Americans with Disabilities Act and California Law, it is the policy of the City of Concord to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. If you are disabled and require a copy of a public hearing notice, or an agenda and/or agenda packet in an appropriate alternative format; or if you require other accommodation, please contact the ADA Coordinator at (925) 671-3021, at least five (5) days in advance of the hearing. Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility.

NEXT DESIGN REVIEW BOARD MEETINGS:

October 27, 2016
November 10, 2016

REGULAR MEETING OF THE
CITY OF CONCORD
DESIGN REVIEW BOARD

Thursday, September 22, 2016
5:30 p.m., Regular Meeting
PERMIT CENTER CONFERENCE ROOM
1950 Parkside Drive, Bldg. D

Board Members Present:	**J. Moore, K. Shelby, R. Barbour, D. Litty, R. Wells**
Board Members Absent:	**J. Laub**
Staff Present:	**R. Lenhardt, F. Abejo, J. Gonzalez, A. Hamid**
Audience Attendance:	**16 people**

DRAFT SUMMARY MINUTES/ANNOTATED AGENDA

PUBLIC COMMENT PERIOD: ***None***

ADDITIONS/CONTINUANCES/WITHDRAWALS: Staff added the Concord Toyota Façade Enhancements Staff Report

CONSENT CALENDAR

A. 8/11/16 Meeting Minutes ***(Continued from 8/25/16 meeting)***

ACTION: ***Approved, 3-0-2. (Barbour motioned, Shelby seconded, Litty and Wells abstained.)***

B. 8/25/16 Meeting Minutes

ACTION: ***Approved, 3-0-2. (Litty motioned, Wells seconded, Barbour and Shelby abstained.)***

STAFF REPORTS

****The Board reordered the agenda as follows: Argent Concord, Cash and Carry, Sprouts Farmers Market, Staff Announcements, Board Considerations/Announcements, and Concord Toyota Façade Enhancements.***

1. Cash and Carry (PL16202 – DR) – Project Planner: Jessica Gonzalez @ (925) 603-5821

ACTION: The Board recommended approval of a corrugated metal equipment roof screen painted gray.

HEARINGS

1. **Argent Concord (PL16333 – DR) –** Preliminary Design Review for a 171-unit apartment project on a 1.6-acre site at 2400 Willow Pass Road. The General Plan designation is Downtown Mixed Use; Zoning classification is DMX (Downtown Mixed Use); APN 126-082-008. **Project Planner: Afshan Hamid @ (925) 671-3281**

   ACTION: The Board provided staff with the following comments: 1)Show more details at the windows of the units, provide a sample of the window, and the color of the vinyl sash. 2) The Board requested the first floor storefront fenestration be anodized frames with wider verticals and horizontals. 2) Requested that the plan along Concord Boulevard be looked at, in terms of how spaces are programmed and their adjacencies, as currently there was a lot of activity on Concord Blvd. 3) It was recommended to move trash and loading / unloading further east on Concord Blvd. 4) Largest townhome on intersection of East Street and Concord Blvd needed more articulation or perhaps step out 5) There was concern about the Concord Blvd elevation and the amount of white cementitious material facing south and lack of articulation or shadow line 6) Re-evaluate the African Sumac at the podium level as it can be messy 7) Provide blow up details of key landscape areas 8) Provide landscape plan and design layouts 9)Provide details of the coping at the roof level 10) The Board ask for elevations at the courtyard, not necessary to see all the courtyard elevations.

2. **Sprouts Farmers Market (PRE16004) –** Conceptual Design Review to construct an approximately 30,000 sq. ft. Sprouts Market on a 2.65-acre site located at 4475 Treat Boulevard. The General Plan designation is Commercial Mixed Use; Zoning classification is CMX (Commercial Mixed Use); APN 132-160-010. **Project Planner: Frank Abejo @ (925) 671-3128**

   ACTION: The Board provided staff with the following comments for incorporation into revised plans and formal application: 1) consider re-orienting the building so that it faces Treat Boulevard; 2) consider lighting and noise impacts in designing utility areas adjacent to residential uses; 3) provide shade and buffering for outdoor area contemplated along Treat Boulevard; 4) provide hydrozone information and bioswale section on landscape plan; 5) provide a master plan concept that provides a comprehensive design for the entire shopping center; and 6) incorporate staff report recommendations related to bicycle parking, landscaping, architecture, etc.

BOARD CONSIDERATIONS/ANNOUNCEMENTS – ***Alternate Barbour mentioned he has been following the progress of the La Vista Residential Subdivision. Chair Moore noted Starbucks at 4290 Clayton Road painted the downspouts rather than removed them from the building and expressed his disappointment that the building's electrical cabinet is in a very visible location along the Treat Boulevard elevation.***

STAFF ANNOUNCEMENTS – ***Staff reminded the Board of the fall tour date and time. Mr. Abejo noted La Vista Residential Subdivision will not be on the tour agenda due to a construction scheduling conflict.***

ADJOURNMENT – ***8:15 p.m. (5-0, Wells motioned, Shelby seconded.)***

NEXT DESIGN REVIEW BOARD MEETINGS:
October 13, 2016
October 27, 2016

Concord **REPORT TO DESIGN REVIEW BOARD**

DATE: October 13, 2016

I. GENERAL INFORMATION

Project Name:	**Concord Terminal Shopping Center (PL16332 – DR)**
Review Status:	**Final Design Review**
Location:	**2693-2787 Clayton Road**
Parcel Number:	**113-288-015**
General Plan:	**DTMU (Downtown Mixed Use)**
Zoning:	**DMX (Downtown Mixed Use)**
Applicant:	**W.T. Mitchell Group Inc.** **Attn: Luca Muneratti** **P.O. Box 5127** **Walnut Creek, CA 94596**

Vicinity Map:

II. PROJECT BACKGROUND

On August 11, 2016, W.T. Mitchell Group submitted an application on behalf of Concord Terminal Shopping Center to paint the exterior of the building.

On August 22, 2016, the application was deemed incomplete. On September 13, 2016, subsequent to review of the additional information requested, the application was deemed complete.

The Board's Design Review recommendations will be considered for incorporated into the Administrative Design Review approval issued by the Planning Division.

III. DISCUSSION

Site Description

Concord Terminal Shopping Center, an approximately 5.60 acre center is comprised of two separately owned parcels that share a main driveway off Clayton Road. The parcel west of the main driveway is developed with two tenants, Big 5 Sporting Goods and CVS Pharmacy, this parcel (under different ownership) is not part of the Design Review application. The project site is located on the eastern half of the shopping center on an approximately 2.6 acre parcel (to the easts of the main driveway) is developed with two multi-tenant buildings totaling approximately 25,640 square feet of retail floor area.

The project site is developed with two single-story masonry building. Building A is located on the west side of the parcel with a zero setback from the property line and setback approximately 160-feet from Clayton Road. Building B, an "L" shaped building, is located on the east side of the site, approximately 40-feet from Clayton Road. Parking spaces for these two buildings are located to the south (front) and north (rear) of the buildings.

Architecture

The existing structures are one-story, masonry buildings that were constructed in the 1960's. Building A has a flat roof and the south facing façade (Clayton Road) is supported by concrete masonry block columns. The façade of Building B faces south towards Clayton Road and west toward the parking lot. The southwest portion of this building has a mansard tile roof and the façade is supported by round metal columns. The color scheme of the existing center is tan and off-white. This same architecture, roof style and color palette extends to Big 5 and CVS located immediately to the west of the project site.

Proposed Color Options

WT Mitchell Group, the applicant and new property manager of the Concord Terminal Shopping Center, indicates the repainting of the shopping center is a part of the re-tenanting effort. The colors were selected by Johnson Lyman Architects of Walnut Creek, to provide a modern look to the center

and to complement the existing color pallet of the adjacent shopping center, Big 5 and CVS. The applicant has indicates that Option 1 is their preference.

Color Schemes Proposed

A color sample of both palettes has been painted on the building at 1848 Willow Pass Road (Alpine Bakery's previous location). Photos of the painted building are attached as Exhibits E and F.

Option 1 - Green tone colors. The storefront color is proposed to be a Dunn Edwards "Tickled Crow" (DEC 780), the building façade which is constructed of ribbed steel, the façade's support columns, and rear doors are proposed to be painted Dunn Edwards "Elemental Green" (DE 6271), and the wood trim located above and below the façade would be painted Dunn Edwards "Cavernous" (DE 6364).

Option 2 – Earth tone colors. The storefront would be painted an off white with Dunn Edwards "Whisper Grey" (DEC 785), the steel ribbed building façade, columns and rear doors will be painted a light brown Dunn Edwards "Coral Clay" (DEC 719), and the trim to be painted a dark brown Dunn Edwards "Big Stone Beach" (DE 6132).

Analysis

Option 1
The proposed green color palette is typically not seen on commercial buildings and is a departure from colors of the existing shopping center. A sample of the palette has been painted on the building (Exhibit E). Viewing the storefront color (Tickled Crow) from the covered walkway, the based color appears to be pale and lighter than what is shown on the color board. There is not much depth to the color, as it appears to have a faded pastel tone. When viewing the store front and façade color from the parking lot, there is not much distinction between the two colors (Tickled Crow and Elemental Green). Staff is concerned that at a distance the buildings will appear monotone in color. Although the darker green façade color and almost black trim color complement each other and look good on the building. Staff is also concern with the wall color of this palette and the long term effect of an infrequently used color on a commercial building.

Option 2
The brown/tan color scheme provides a clean look that would be complementary to the adjacent center and surrounding area. Site visit to view the color sample revealed the trim color (Big Stone Beach) complements the storefront color and provides distinction. The facade color (Coral Clay) appears to have a pink tint to the color. Staff recommends modifying the storefront color to a brown that does not have a pink undertone. Although the brown tones are typical color scheme for commercial buildings, staff concludes that this palette will contribute to the visual quality and cohesiveness of the site and surrounding area.

Conclusion

Staff has reviewed the submitted elevations, color boards, and conducted field visits to view the color samples painted on the building. Paint is a highly visible element of the building that can greatly enhance the structure. Staff recognizes the applicant's preference for Option 1, however the use of an uncommon color for a commercial building may look disconnected and out of place over time. Additionally, the gas station located to the west of the center, at the corner of Clayton Road and The Alameda is currently under review. Proposed building colors for the station and convenience store are earth tones (café au lait, nutmeg, and mocha) with a burgundy accent color. Staff concludes that Option 2, the earth tone palette, with modification to the store front color, will result in providing a fresh new updated look to the shopping center while maintaining a cohesive color scheme with the adjacent buildings.

IV. Recommendation

Staff recommends the Board review the proposed color options and consider the proposed recommendations for incorporation as conditions of approval.

V. Motion

Staff has prepared the following motion for the Board's consideration for the project.

I (Board Member _____) hereby move that the Design Review Board recommend approval of the Option 2 (earth tone) color palette for Concord Terminal Shopping Center (PL16332 – DR), subject to the Development Code provisions applicable to the project and any additional recommendations made by the Board.

Recommended Conditions of Approval:

- The doors on the back of the building shall be painted the same color as the wall.
- The store front color "Coral Clay" shall be replaced with a similar color that does not have pink undertones.

Prepared by: _____

Lorna Villa
Planner
(925) 671-3176
Lorna.villa@cityofconcord.org

Exhibits:

A - Plans (green color palette) date stamp received September 8, 2016
B - Plans (brown color palette) date stamp received September 8, 2016
C- Written statement submitted by WT Mitchell Group
D - Color Boards

E - Option 1 (green) photo of color sample painted on the building
F- Option 2 (brown) photo of color sample painted on the building

16srdrb.091

PROPOSED COLORS

EXISTING

JOHNSON LYMAN ARCHITECTS

CONCORD TERMINAL

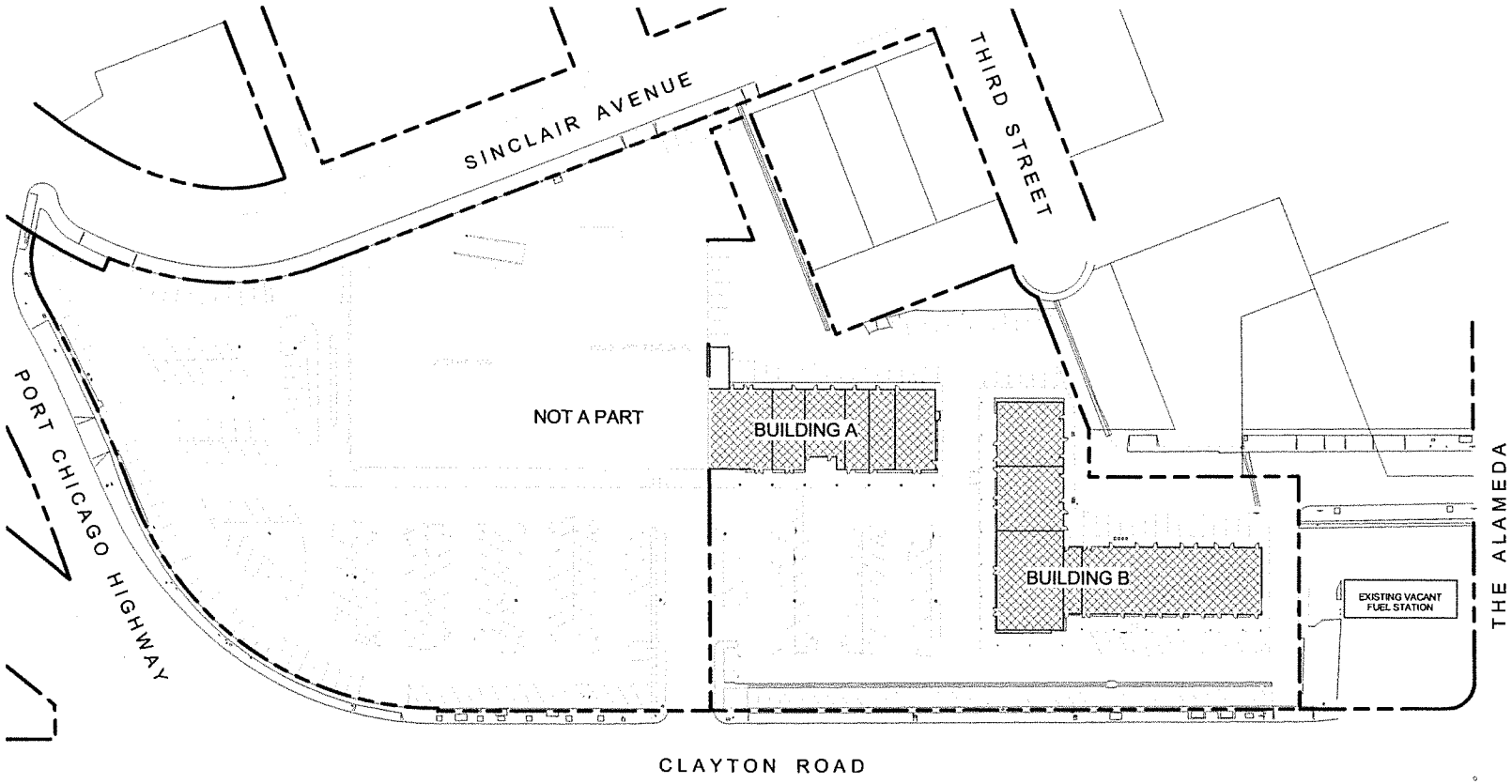
Concord, California

RECEIVED
SEP 8 2016
PLANNING

A1.0

08-09-16

EXHIBIT A



N

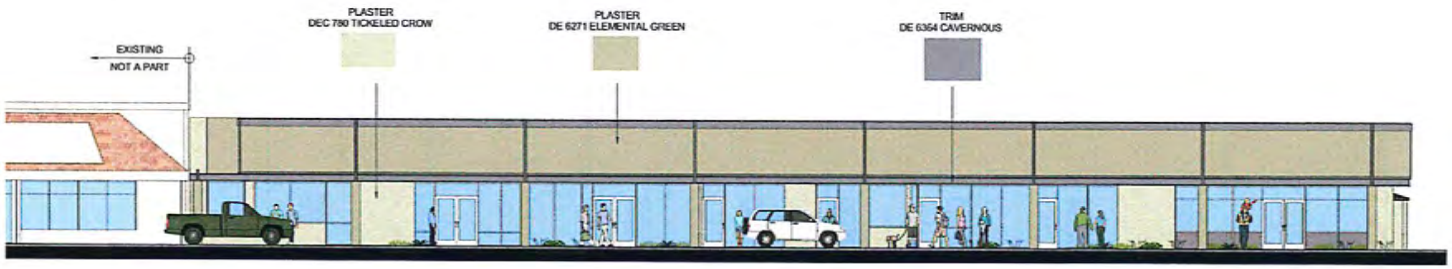
EXISTING SITE PLAN

1" = 40'-0"

JOHNSON LYMAN ARCHITECTS

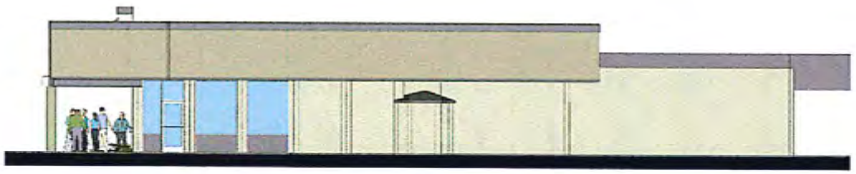
A1.1

08-09-16



SOUTH ELEVATION

Building A 1/4" = 1'-0

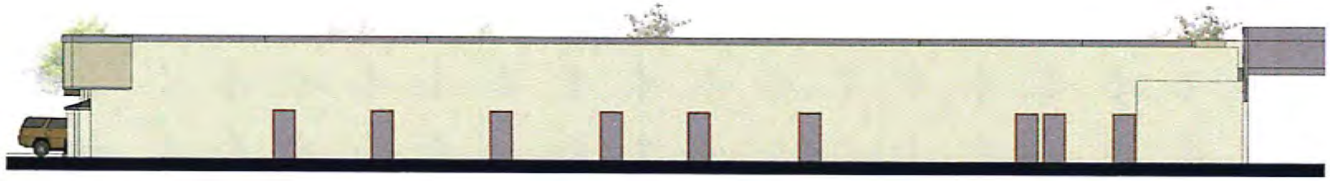


EAST ELEVATION

Building A 1/4" = 1'-0

EXISTING SOUTH ELEVATION

Building A & Adjacent Tenant



NORTH ELEVATION

Building A 1/4" = 1'-0

JOHNSON
LYMAN
ARCHITECTS

CONCORD TERMINAL

Concord, California

A1.2

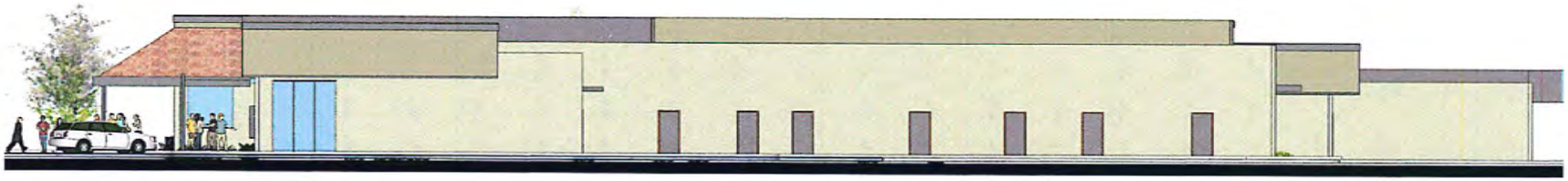
08-09-16

WEST ELEVATION

Building B 1/4" = 1'-0

SOUTH ELEVATION

Building B 1/4" = 1'-0



EAST ELEVATION

Building B 1/4" = 1'-0

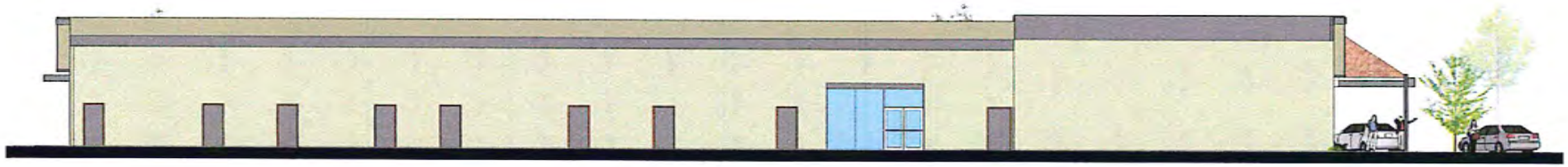
JOHNSON
LYMAN
ARCHITECTS

CONCORD TERMINAL

Concord, California

A1.3

08-09-16



NORTH ELEVATION

Building B 1/4" = 1'-0

JOHNSON
LYMAN
ARCHITECTS

CONCORD TERMINAL

Concord, California

A1.4

08-09-16

PROPOSED COLORS

EXISTING

JOHNSON LYMAN ARCHITECTS

CONCORD TERMINAL

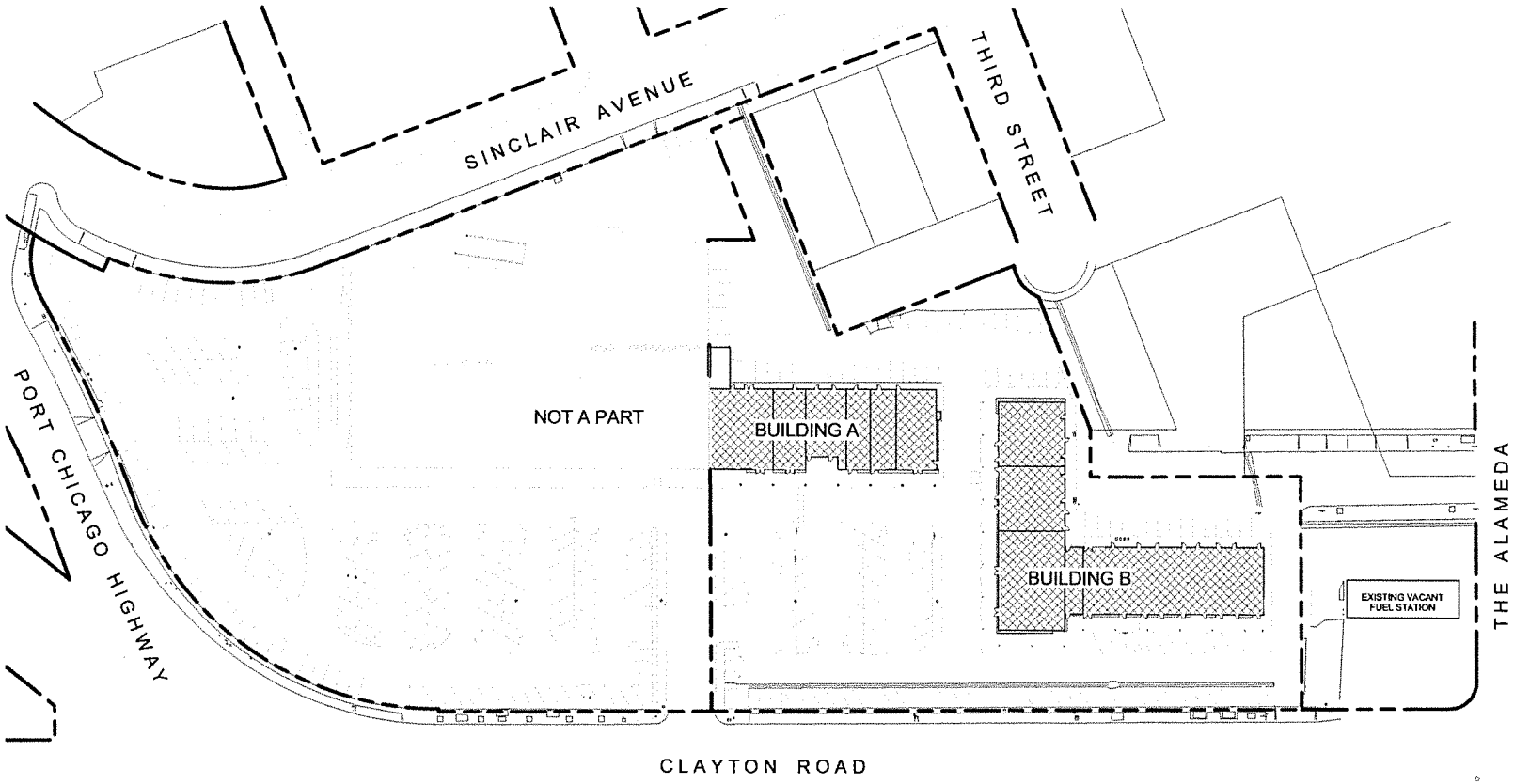
Concord, California

RECEIVED
SEP 8 2016
PLANNING

A1.0

09-01-16

EXHIBIT B



N

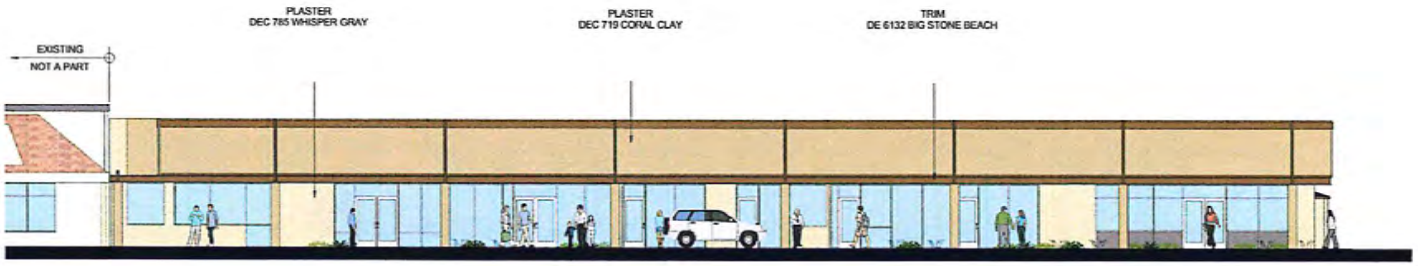
EXISTING SITE PLAN

1" = 40'-0"

JOHNSON LYMAN ARCHITECTS
1373 LOCUST ST #202, WALNUT CREEK, CA 94596
PHONE: 925 934 9991 FAX: 925 934 9014
WEB PAGE: WWW.JOHNSONLYMANARCHITECTS.COM
EMAIL: STAFF@JOHNSONLYMANARCHITECTS.COM

A1.1

09-01-16



SOUTH ELEVATION

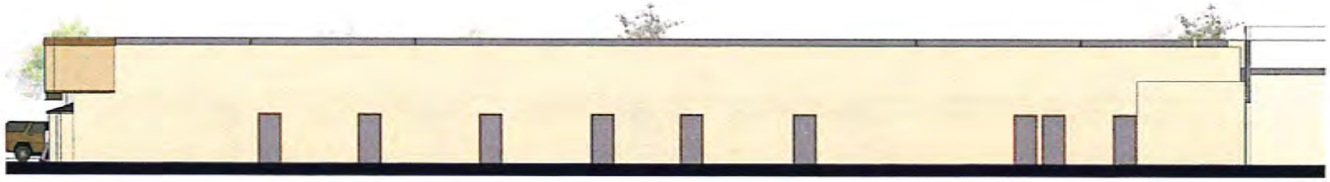
Building A 1/4" = 1'-0

EAST ELEVATION

Building A 1/4" = 1'-0

EXISTING SOUTH ELEVATION

Building A & Adjacent Tenant



NORTH ELEVATION

Building A 1/4" = 1'-0

JOHNSON
LYMAN
ARCHITECTS

CONCORD TERMINAL

Concord, California

A1.2

09-01-16

NORTH ELEVATION

Building B 1/4" = 1'-0

JOHNSON
LYMAN
ARCHITECTS

CONCORD TERMINAL

Concord, California

A1.4

09-01-16

EXHIBIT C

WT MITCHELL GROUP

INVESTMENTS, DEVELOPMENT, ASSET MANAGEMENT, REAL ESTATE BROKERAGE

Concord Terminal Painting

For the past several years Concord Terminal Shopping Center has experienced an increase in vacancy and deferred maintenance. The WT Mitchell Group Inc is the new property manager hired by the owners of the property to release the vacant space and perform deferred maintenance improvements. We believe the repainting of the shopping center is an integral part of the releasing effort.

The colors we have selected were chosen by Johnson Lyman Architects of Walnut Creek. They are a highly regarded architecture firm with considerable experience in shopping center design throughout California. The colors have been selected to provide a more modern look to the shopping center while not clashing with the old color pallet that will remain on the CVS and Big 5 Sporting Goods stores.

We want the public to see that there is something different happening at the shopping center and potential tenants to notice an improvement in the appearance of the shopping center. For this reason we have select the colors that you are reviewing. At the request of staff we have provided an alternate color pallet, however, we believe that the alternate pallet is too similar to the old 1970's color scheme and would not provide the added benefit to the releasing effort.

We have painted a portion of the store frontage near the Big 5 space so that city staff members can see the actual paint colors on the building and we hope would be able to make an informed decision. If at all possible we would ask that the city provide approval of the repainting through an administrative process. If that is not possible we look forward to discussing our improvements with the design review board at their earliest meeting.

We thank you for your consideration.

PO Box 5127, Walnut Creek, CA 94596 USA | 925-988-8033 | www.wtmitchellgroup.com

TRIM
DUNN EDWARDS
DE 6364 CAVERNOUS

PLASTER
DUNN EDWARDS
DEC 780 TICKLED CROW

PLASTER
DUNN EDWARDS
DE 6271 ELEMENTAL GREEN

CONCORD TERMINAL

JOHNSON
LYMAN
ARCHITECTS

CB
09-01-16

EXHIBIT D

TRIM
DUNN EDWARDS
DE 6132 BIG STONE BEACH

PLASTER
DUNN EDWARDS
DEC 719 CORAL CLAY

PLASTER
DUNN EDWARDS
DEC 785 WHISPER GRAY

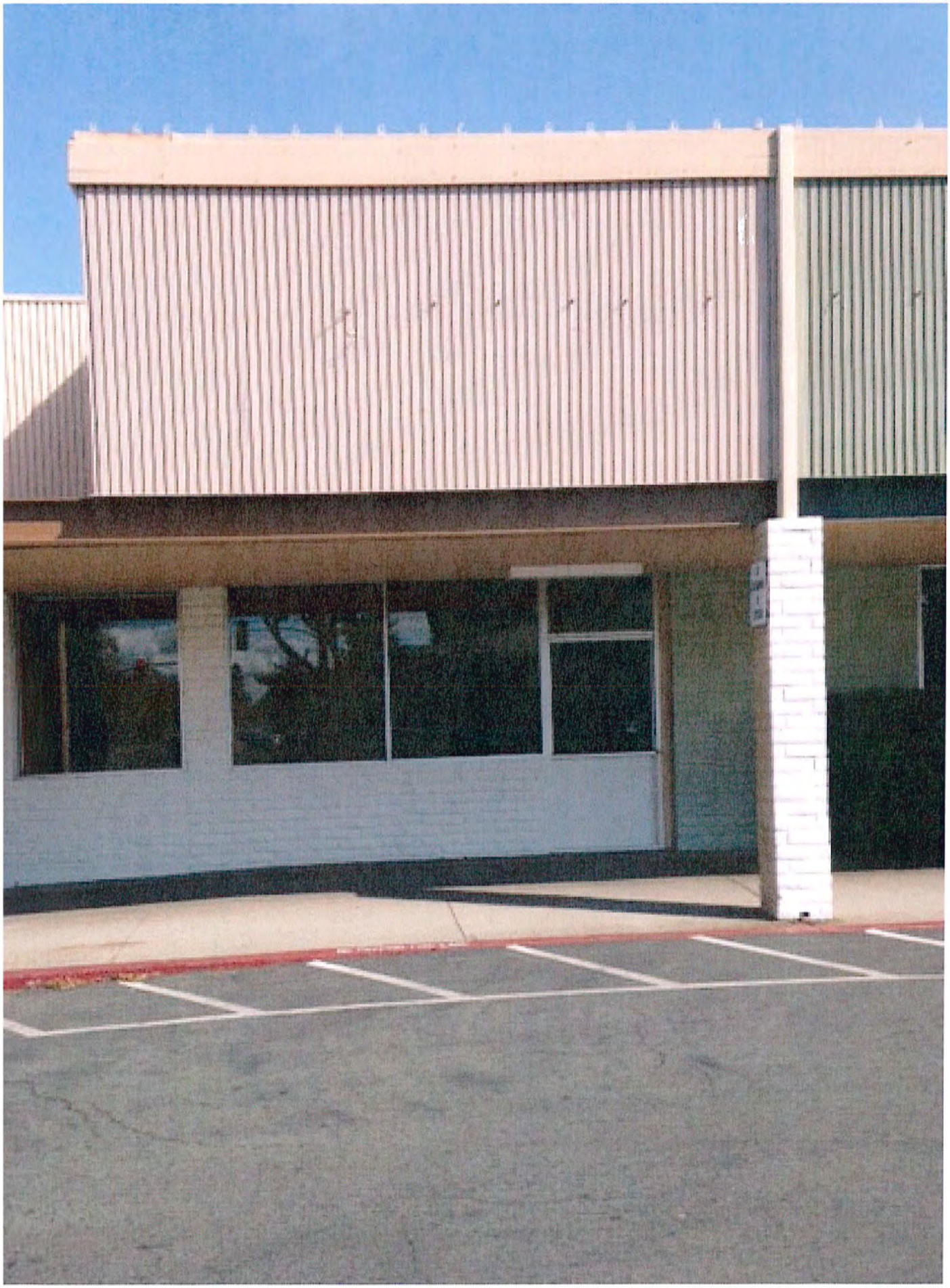
CONCORD TERMINAL

JOHNSON
LYMAN
ARCHITECTS

CB
09-01-16

EXHIBIT E

EXHIBIT F



Concord REPORT TO DESIGN REVIEW BOARD

DATE: October 13, 2016

I. GENERAL INFORMATION

Project Name: **Park & Shop Design Guidelines (PL16092 - DR)**

Review Status: **2nd Preliminary Review**

Location: **Willow Pass Road, Market Street & Sutter Street**

Parcel Number: **126-281-033,005, 007, 009, 010, 011, 012, 013, 035, 040, 041, 022 through 028; and 126-360-001 through 009**

General Plan: **DTMU, Downtown Mixed Use**

Zoning: **Downtown Mixed Use**

Applicant:
Afshan Hamid
City of Concord
1950 Parkside Drive
Concord, CA 94519
(925) 671-3281

Consultant:
Sudhish Moohindro
SZFM Design Studio
601 4th Street
San Francisco, CA 94107
(415) 956-5515

Vicinity Map:

II. PROJECT BACKGROUND

The City's Redevelopment Agency provided funding to begin the Park and Shop Design Guidelines prior to the dissolution of Redevelopment Agencies in 2011. On March 2, 2012, the Planning Department initiated Design Guidelines for Park & Shop retail center with the architectural firm of SZFM Design Studio. However, due to staff reduction and budget cuts, partly as a result of the State's elimination of Redevelopment Agencies, the project was placed on hold in 2012 until June 2015, when the City re-initiated the project with SZFM Design Studio.

On November 17, 2015, a workshop was held to introduce the project to owners and tenants and also to get feedback and input on the goals and content of the design guidelines.

On March 24, 2016, the Design Review Board reviewed the first draft of the Park & Shop Design Guidelines. In general there was support for the guidelines presented and the Board asked for a few clarifications which are listed in the discussion section. Tuija Catalano, with the law firm of Reuben, Junius & Rose representing Concord Shopping Center Association (CSCA) was also present. Ms. Catalano requested time to review the design guidelines and provide comments. On September 12, 2016, Ms. Catalano provided comments in a redlined version of the Design Guidelines (see attachment 2).

The proposed Park & Shop design guidelines are for tenant façade improvements and a master sign program. The design guidelines are proposed as a measure to facilitate good design and architecture as the Park & Shop retail center is upgraded over time. They also provide cost savings to tenants by providing a streamlined review process through administrative review, and conceptual guidance for architecture. The guidelines will apply when an owner or tenant decides to make upgrades to the building façade or signage. Staff is soliciting the Board's input regarding the Park & Shop Design Guidelines prior to submitting for Final Design Review recommendation to Planning Commission. The Board's comments will be incorporated into revised submittal for Final Design Review and the Design Guidelines will be forwarded to Planning Commission and then City Council for final approval.

III. DISCUSSION

The Park & Shop Design Guidelines have been revised by SZFM to incorporate comments from the community workshop in November and the DRB meeting in March. The draft Guidelines are dated, August 2016.

SZFM incorporated comments from the March 24, 2016, DRB preliminary meeting. The DRB comments are in bold and staff updates follow in italics:

Would a tenant paint update or sign update require a review?

- *New signs would be required to follow the design guidelines, see section on signage. Paint updates are encouraged to follow the color palette proposed on page 27 or a complimentary color scheme. The design guidelines are aimed at small and medium size tenants, and most upgrades would require an administrative approval, if they adhere to the design guidelines.*

More clarification is required on owner's responsibility versus the association.

- *Ms. Catalano has provided some language to further clarify the limits of CSCA responsibility, which include walkways, parking lot lighting, monument signage, common area furnishings such as benches, planters, trash enclosures and art, are the responsibility of the Park & Shop Owners Association, Inc. and CSC Parking Maintenance Association, Inc., and are not covered by these design guidelines. The design guidelines are intended to address façade and signage improvements, see site plan on page 7.*

Replacement of graphic on window signs so it is more representative for back of house.

- *Page 51, SZFM updated graphics for window signs on back of house.*

On September 12, 2016, Ms. Catalano provided comments on the March draft design guidelines. Staff has had an opportunity to review the initial comments. (It should also be noted that Park & Shop owners are meeting separately on October 13, 2016, and may offer additional comments to the initial comments already received.)

The City is in agreement with the intent of some of the language proposed. Staff will provide an overview of the purpose of the guidelines in the introductory chapter to clarify that these are not prescriptive requirements but recommended guidelines. In general, staff is in agreement with the following revisions provided by Ms. Catalano:

- Page 4, Design Guidelines would be effective when an owner or tenant choose to enhance properties within Park & Shop Center.
- Page 4, recognition of commercial limitations and constraints and varying range of needs and capabilities by different businesses when doing façade improvements.
- Page 33, signage calculated per linear foot of storefront width.
- Page 34, removing signage requirements for large tenant spaces over 10,000 sq.ft.
- Page 37, allowing existing signage to remain as is, until it is removed or changed.
- Page 54, allowing outdoor seating provided it does not conflict with existing sidewalks, including accessibility.

Staff will consider comments and provide updates as part of the final draft of the guidelines. Some comments proposed will be addressed as part of global changes and clean up pursuant to feedback from Ms. Catalano. The comments received below are not supported by staff, for the reasons indicated.

- **Page 17, clear glass may not be possible due to energy efficiency requirements, in which case tinted glass or another option may be more appropriate.**
  There needs to be a balance between energy efficiency requirements and having good storefronts that allow merchandise to be visible and attractive.

- **Page 25, limiting the examples to Level III major remodels.**
  Many of the examples shown in the overhang section could apply to minimum, moderate and major. The intent is to encourage a range of possibilities and good design solutions.

- **Page 27, Building owners do not need to change existing color scheme.**
  A tenant upgrade should include an update the color scheme or provide a complimentary palette when making façade improvements.

- **Page 28, recommendations for merchandise display as optional.**
  The guidelines are intended to encourage attraction and visibility for storefronts from the sidewalk, and merchandise display is part of a good approach to attract more business.

- **Page 36, proposed language to develop entry and monument signs and allow digital reader boards.**
  CSCA is encouraged to remove and replace existing signs for Park & Shop so that the center as a whole is more cohesive and attractive, however signage for all commercial retail needs to follow a level playing field. CSCA may even consider wayfinding signage for Park & Shop. This will be part of a separate review and not part of the design guidelines.

In addition, staff will further review the design guidelines in order to add the following clarifications:

- **Add a Purpose section:** to clarify that the design guidelines are not proscriptive or formula based but to encourage high quality design and improvements.

- **Add an Intent section:** clarify the intent of the design guidelines are to facilitate expedited and efficient review and approval of façade improvements when an owner or tenant decide to make such improvements.

- **Add a Process section:** to clarify the numerous public meetings and workshop held for input, feedback and collaboration.

- **Clarify the Streamline review process:** to clarify that the intent is to work with owners and tenants on a faster turnaround if the project meets the intent of the design guidelines.

Site Plan/Circulation/Parking

The parking, access, circulation, common areas, monument signage for the property, and parking lot lighting are not part of the Design Guidelines. These are part of the CSCA responsibilities.

IV. SUMMARY

Staff recommends the Board review the August 2016 Draft Park & Shop Design Guidelines, consider the recommendations discussed in this report, identify any additional issues, and provide staff with comments for incorporation into the final design guidelines.

Prepared by:

Afshan Hamid, AICP
Senior Planner
(925) 671-3281
Afshan.hamid@cityofconcord.org

Exhibits:

A - Park & Shop Design Guidelines date stamp received August 10, 2016
B - Reuben, Junius & Rose, LLP, review letter and comments date stamp received September 12, 2016

16srdrb.089

DESIGN GUIDELINES & MASTER SIGN PROGRAM

PARK & SHOP CENTER

DRAFT

CITY OF CONCORD

8/10/2016

City of Concord Planning Department
1950 Parkside Drive
Concord, CA 94519
Phone: (925) 671-3152
Fax: (925) 671-3381
zoning@cityofconcord.org
www.cityofconcord.org

City of Concord Development Code
www.codepublishing.com/ca/concord

TABLE OF CONTENTS

INTRODUCTION XX

History XX

Parcel Map XX

About These Guidelines XX

Site Plan XX

USING THESE GUIDELINES XX

BUILDING IMPROVEMENTS XX

Facade Design XX

Upper Facade Design XX

Storefront Design XX

Overhangs XX

Lighting XX

Color Schemes XX

Merchandise Displays XX

Utilitarian Areas XX

MASTER SIGN PROGRAM XX

Allowable Signs XX

Tenant Signage Requirements XX

Allowable Signs & Dimensions Chart XX

MASTER SIGN PROGRAM CONTINUED

Tenant Signage Requirements XX

Prohibited Signs XX

Awning Signs XX

Wall Signs XX

Edge Signs XX

Suspended Signs XX

Blade Signs XX

Banner Signs XX

Transom Signs XX

Window Signs & Graphics XX

Freestanding Signs & Menu Boards XX

Temporary Signs XX

OWNER & TENANT SITE IMPROVEMENTS XX

Outdoor Dining XX

Interior Pathways XX

Gathering Areas and Parklets XX

SUBMITTAL PROCESS XX

DEFINITIONS XX

HISTORY

The Park & Shop Center was built in 1956 and is one of the oldest regional shopping centers in Contra Costa County. The Center consists of 26 individual building parcels that have different property owners. The number of individual tenants located in a building varies from one to a dozen tenant spaces. There is a Park & Shop Center Owners Association with a Board of Directors made up of property owners. Park & Shop is not a typical "shopping center," it is a hybrid, composed of many buildings. Some property owners at Park & Shop own more than one building. Those buildings may be adjacent to one another or at different locations at the center. The buildings vary in size from small buildings with 20 linear feet of primary frontage and single tenants to larger buildings with as much as 240 linear feet of frontage and multiple tenants. The center has several large anchor tenants. Park & Shop also has free-standing pad buildings with major and anchor tenants. The Center has approximately 2000 linear feet of frontage along Willow Pass Road and has approximately 1,600 linear feet of frontage along Market and Salvio streets.

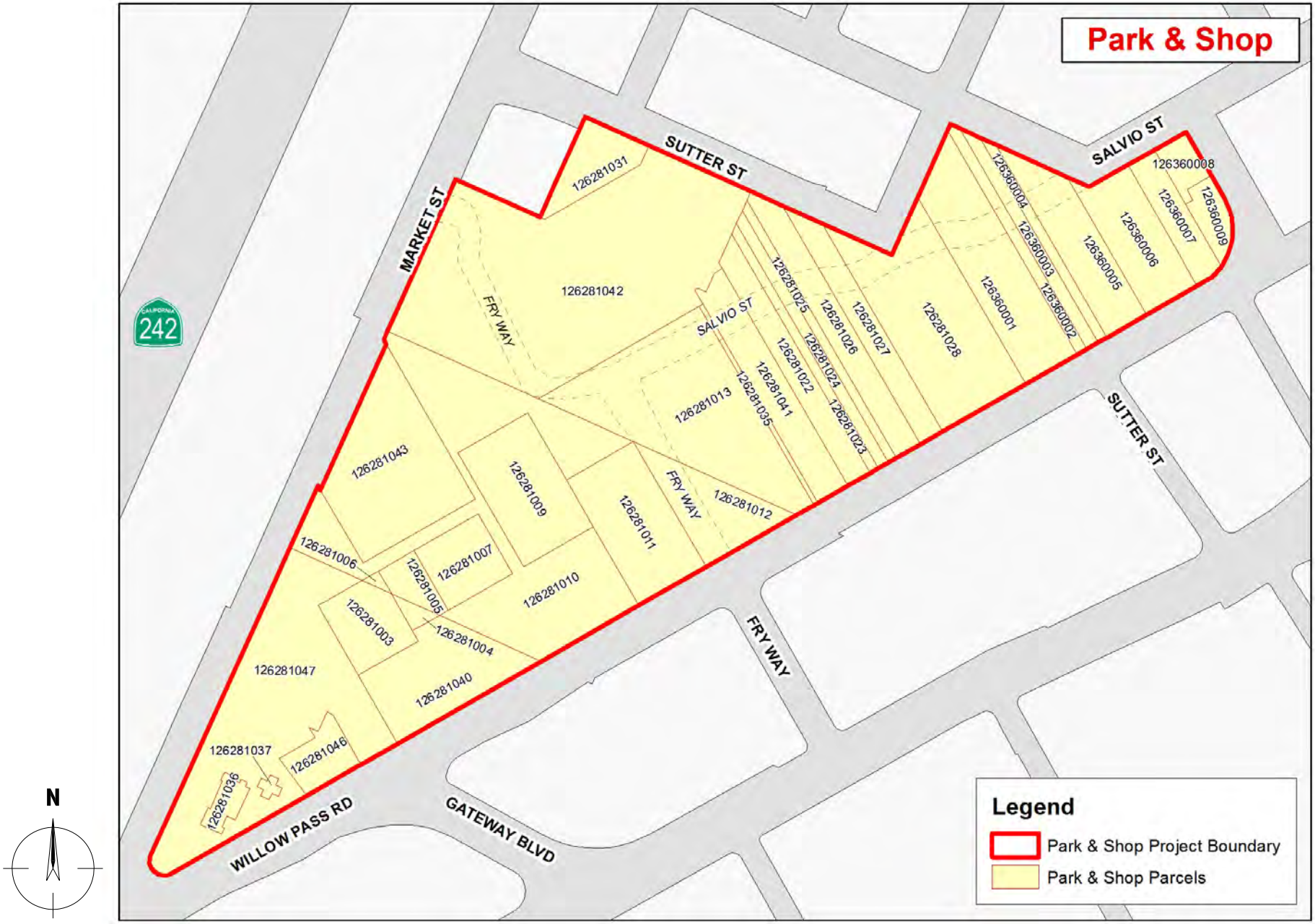
The Park & Shop Design Guidelines adopted in 1990 foster a uniform design appearance for facades, storefronts and signage. They were geared toward larger tenants and have since become outdated. Individual buildings have become so similar that shoppers have difficulty identifying their location within the Center. The repetition of building design, color and signage does not enhance the shopping experience anymore.

Improving the Park & Shop Center

Over the past few years, several Park & Shop owners have improved their buildings. The result is that about half of the facades and signs have been given a face lift. Current and future tenants require smaller spaces. Food tenants and restaurants have become more popular. Updated Design Guidelines will help Park & Shop stay vital in today's economy.

These Park & Shop Design Guidelines are provided by the City of Concord to give direction to Property Owners when they enhance properties in the Park & Shop Center. The goal is to create a more inviting area for customers to frequent and owners to invest. A process for building, facade, storefront and signage improvements has been established and is included in this document.

PARCEL MAP


Park & Shop
SUTTER ST
SALVIO ST
MARKET ST
FRY WAY
WILLOW PASS RD
GATEWAY BLVD
242
126281031
126281042
126281043
126281006
126281007
126281005
126281009
126281010
126281003
126281004
126281047
126281040
126281037
126281046
126281036
126281011
126281012
126281013
126281041
126281035
126281022
126281024
126281023
126281025
126281026
126281027
126281028
126360001
126360002
126360003
126360004
126360005
126360006
126360007
126360008
126360009
N
Legend
Park & Shop Project Boundary
Park & Shop Parcels

ABOUT THESE GUIDELINES

These Guidelines represent a minimum standard for improvements. Building owners and tenants are urged to go beyond the minimum described in this document. They provide a variety of design examples and use of materials. Building owners and tenants should construct storefronts and signage that enhance the store's individual identity. This approach, over time, will make the Center appear more like a downtown rather than a commercial strip shopping center. High quality building facade, storefront and signage improvements will allow Park & Shop to remain competitive with other regional shopping districts in the area.

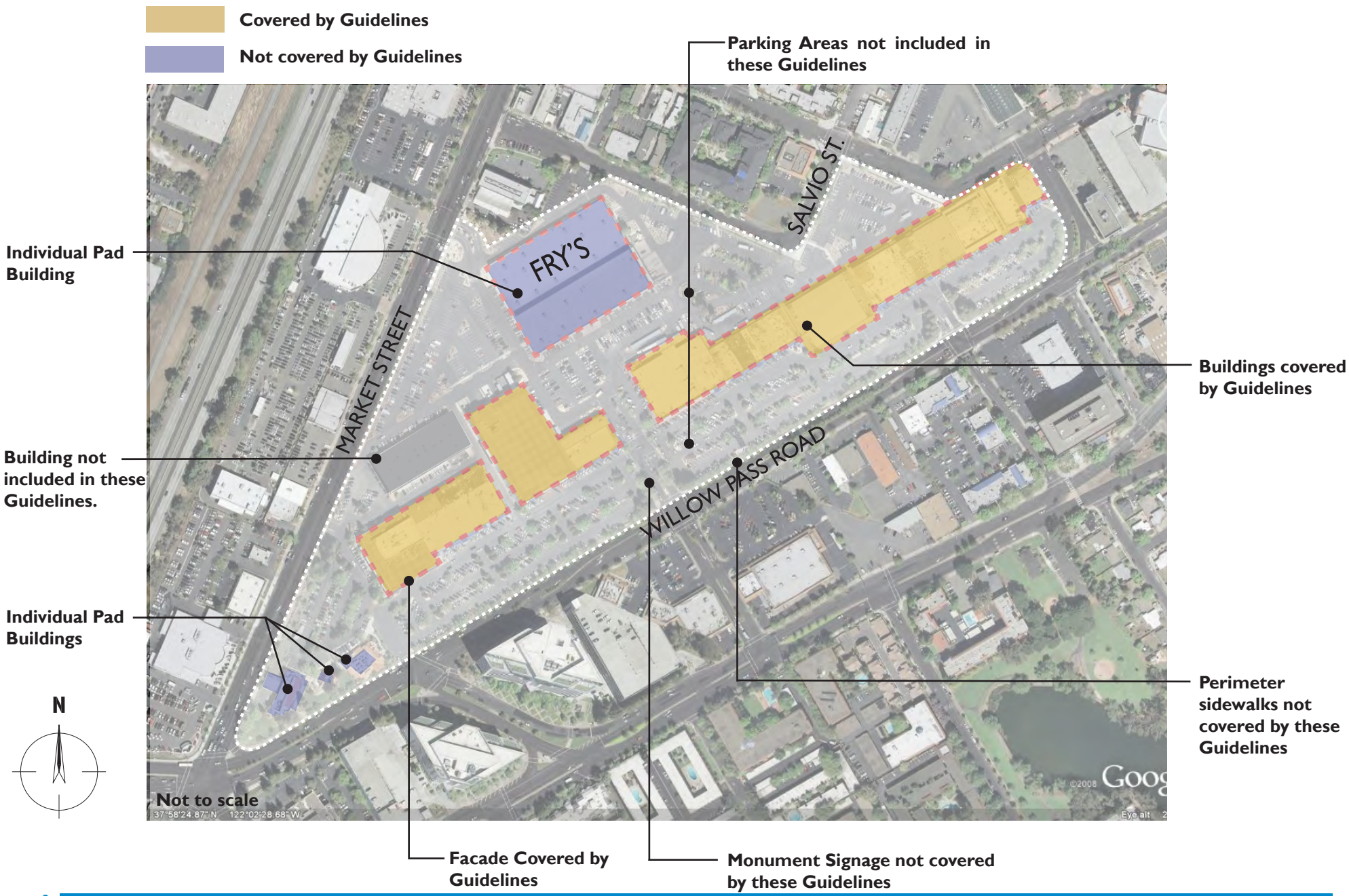
Not Included In These Guidelines

Parking lots and individual pad buildings are not covered by these guidelines.

Walkways, parking lot lighting, monument signage, common area furnishings such as benches, planters, trash receptacles and art are the responsibility of the Park & Shop Owners Association. All of these areas are in need of updating and will be undertaken by the Association and presented to the City for review, at a later phase.

Perimeter (public) sidewalks and landscaping beyond the Park & Shop property line are the responsibility of the City.

SITE PLAN


Covered by Guidelines
Not covered by Guidelines
Parking Areas not included in these Guidelines
Individual Pad Building
Buildings covered by Guidelines
Building not included in these Guidelines.
Individual Pad Buildings
Perimeter sidewalks not covered by these Guidelines
Facade Covered by Guidelines
Monument Signage not covered by these Guidelines
FRY'S
MARKET STREET
SALVIO ST.
WILLOW PASS ROAD
N
Not to scale

USING THESE GUIDELINES

Owners or tenants are encouraged to make improvements to the facade and signage at any time. If a new tenant signs a lease for a space, or an existing tenant extends its lease, then it is strongly encouraged to implement these Design Guidelines. The Guidelines illustrate minimal, moderate and major remodels. While the City would like major improvements, it may not be feasible or necessary for the owner or tenant. Instead, an owner may consider a minimal approach, with phasing of the facade improvements to achieve a major remodel over a span of several years.

If the overall concept meets the intent of the Design Guidelines and Master Sign Program, then a streamlined approach may be pursued at the staff level for minimal and moderate modifications. If a project does not meet the intent of the Design Guidelines, staff will forward the project to the DRB for a full review, and all fees will apply. For major modifications, staff will refer the project to the Design Review Board for a full review and all fees will apply. The guidelines are a tool for owners and tenants as a means to encourage tenant improvements at Park & Shop. A facade and signage upgrade would trigger these Design Guidelines. On-going property maintenance would not require design review, however, a comprehensive approach to all improvements is encouraged. The owners and tenant benefit from the Design Guidelines through:

1. streamlined review
2. reduced fees for an administrative application and applicable permit fees only
3. guidance on concept level design for facade and signage

Owners or tenants should meet with the City of Concord Planning Division for a preliminary meeting to discuss modifications and improvements. It is advisable to bring an architect to the meeting so design concepts and technical issues can be addressed. For details on submittal requirements with number and size of sets, refer to the City of Concord applications and checklists under the Permit Center on the City's website at www.cityofconcord.org. All approvals in the City of Concord require an Approval along with Conditions of Approval and the execution of a Property Maintenance Agreement. This ensures that the work proposed is executed and maintained as proposed.

IMPROVEMENTS SUMMARY

Minimal

A project, at a minimum, should include removal of unused equipment, outdated light fixtures, awnings and repair work. Minimal improvements include removal of blue awnings with repair to each end, repair exposed metal canopy, replacement of red sconces and fluorescent strip lights with appropriate decorative lighting. Sidewalks may have to be repaired and brought up to code and current ADA standards. Existing signage should be removed and replaced with signage that adheres to these Guidelines. Unused and unsightly conduit, utilities and equipment should be removed or concealed. All surfaces should be repaired, patched and painted with a new color scheme. Repair and clean existing storefronts and paint if finish has deteriorated.

Remove utilitarian light fixtures

Remove unused equipment and existing awning

Wall surfaces shall be repaired

Remove exposed conduit & pipes

Before

After

Moderate

Moderate improvements may include everything listed in the minimal category, plus, installation of new storefronts (see page__), application of an upper facade treatment (see page__).

Example of "Before" remodel condition

Example of "After" remodel condition

Major

Major improvements may include everything listed above in the moderate category plus varying roof lines and corner accent elements (see pages__), removing the metal canopy and replacing with a new decorative overhang (see pages__), and modifying sidewalks (see page__).

Example of "Before" remodel condition

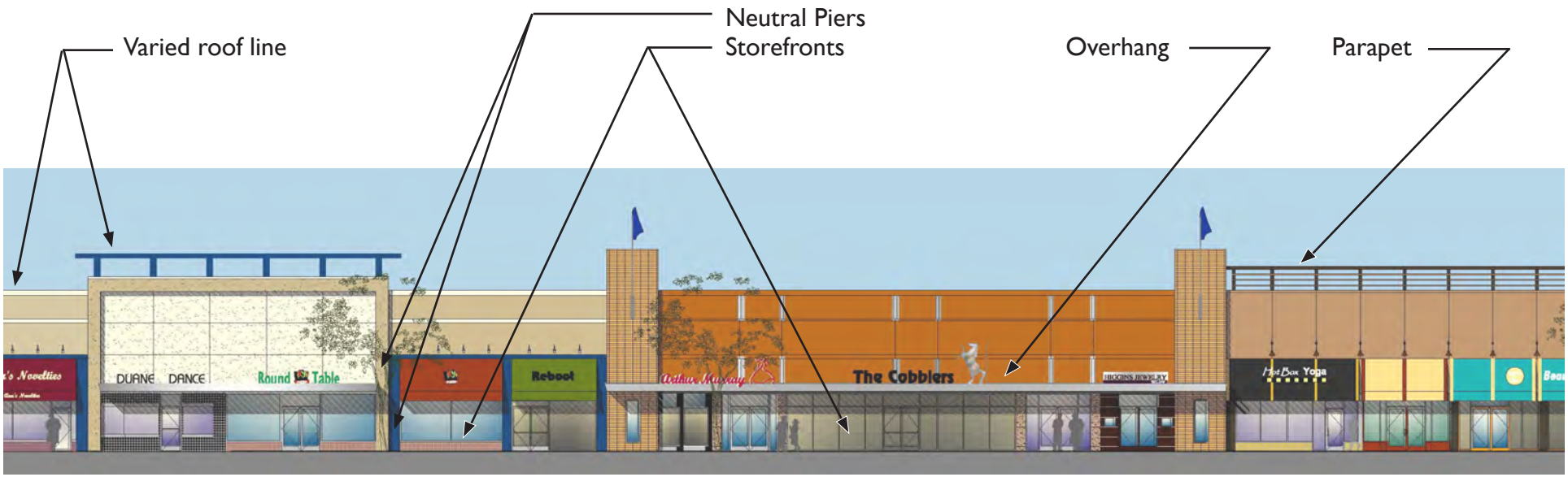
Example of "After" remodel condition

FACADE DESIGN

The facade is any face of a building. Some buildings have more than one facade. All facades deserve attention. Facades consist of roof lines, parapets, columns, arcades, pilasters, overhangs of various types. Individual tenant storefronts occur within the facade. A storefront consists of the store entry and glass windows with trim and other decorative features. A building and its facade may contain one tenant with several storefront sections, or multiple tenants with individual storefronts. Individual tenant storefronts are separated from each other by neutral piers. The existing architecture can be used as a framework for the improvements. Buildings at Park & Shop should be complementary to each other, but still have individual personalities.

Roof Lines and Massing

Variation in roof lines and building massing creates interest and diversity. Second floors could be added, in some cases. Tile panels, spandrel glass or transom windows can add a vertical look.



Facade elements of different buildings complement each other

Pilaster
Pilasters are columns between storefronts that create a vertical rhythm and allow different tenant storefronts to be distinguished from each other.

Corner Features
Corner buildings could have special features that enhance the corner and encourage shoppers to move around the corner and throughout the center. Such features could be customized canopies, awnings or towers.

Variation in roof lines

Arcades
Arcades can create a quality shopping experience for the pedestrian while providing shade and weather protection. Arcades also provide gathering places, areas for outdoor merchandise display and outdoor dining. They must be well lit at night. The columns of an arcade must not block the views of the storefronts.

Special corner feature (tower)

Materials
A variety of high quality materials may be used to liven up exterior facades. Wood, metal, stucco and tile are a few examples.

Interesting color palettes that are complementary to one's neighbors should also be used. See page ___ for an explanation of color palettes.

Signage
Signage is an important part of facade design that adds character to both the building facade and the individual tenant space. Letter sizes should be appropriate to the architecture and the size of the tenant frontage. Many types of signs are possible and should be explored. Generic looking signs will not be permitted. Detailed guidelines regarding signage can be found on pages ____.

Arcade with exemplary signage

When deciding which improvements are to be implemented, owners or tenants may choose any combination of the options below, as long as the improvements result in a cohesive design.

Facade with varied and complementary color palette

Upper Facade

The upper facade is the portion of the building above the storefront, overhang or arcade. In a case where there is no overhang or arcade, the upper facade is the portion of the building above the storefront. The upper facade can convey the personality of the building and provide a strong identity.

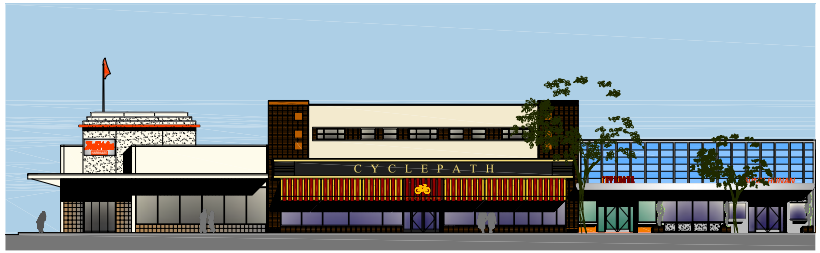
The upper facade can be very simple or be quite intricate. On a single story building, transom windows can let more light into a tenant space. Spandrel (opaque) glass can be used to create the illusion of a taller storefront. On a two story building, second story windows add detail or bring in more light. Parapet trim can add character and interest. Upper facades may contain decorative panels, trellises, murals, or be very simple. When designing the upper facade, the type of signage and the legibility of the signage should be taken into account.

Materials

Upper facades may consist of stucco, tile, wood, metal, glass or many other materials. Paint can be used in variety of decorative ways.

Good Upper Facade Examples

Varied components add character to an upper facade

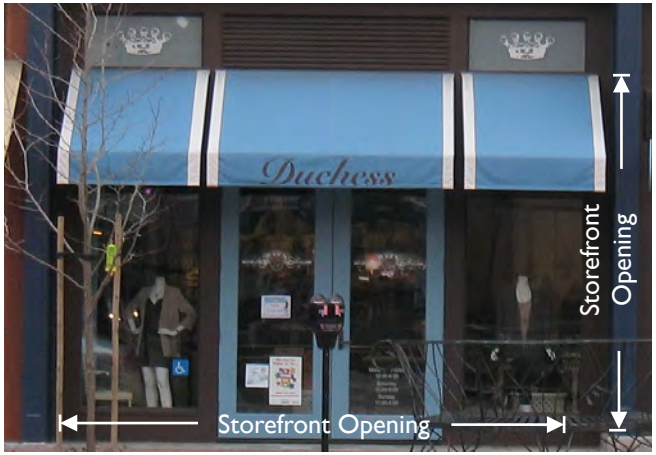


Changes in massing create an interesting silhouette

Articulated parapet trim and decorative painted walls add individuality and identity to a building.

STOREFRONT DESIGN

Tenants are urged to custom design their storefront, including details that will make their storefront unique. Tenants should utilize the entire area within their Storefront Opening (see Definitions on page __) to personalize their storefront. The photos on the following pages show examples of successful storefronts.



Entrances & Doors

A good storefront design makes an entrance as noticeable as possible and encourages hesitant shoppers to come into the store and browse.

Double doors, folding doors and sliding doors are good options. Doors are preferably kept open at all times during business hours, weather permitting. Special attention should be given to the door's appearance with decorative hardware. Dutch doors may be appropriate for children's stores or other places where an entirely open entryway is not desired.

Fully operable storefronts allow a seamless connection between inside and outside during good weather, and can be closed to protect from bad weather.

If a door projects past the building facade by more than 12" when open, additional measures may be required, such as locating planters or other obstructions next to the doorway to prevent pedestrians from being struck by an opening door. A projection greater than 12" will only be allowed where the sidewalk width is adequate, and where there will be no interference with the entry or visibility of neighboring stores.

Tall, elegant doors

Recessed Entries / Recessed Storefronts/Bay Windows
Recessed Entries offer protection from weather and act as a funnel, drawing shoppers from a distance into the store. Main entries for stores should be recessed a minimum of 2'-0", where there is an out swinging door opening into a public pathway. A deeper recess may be desirable to create an area for outdoor displays or protected seating areas.

Storefronts should be recessed back from the face of the building columns by 6"-12", depending on location. This allows for a feeling of depth to the building facade, but keeps the storefront close enough to the face of the building so it may be easily seen.

When recessing an entry or storefront, thought should be given to the flooring & ceiling materials for the recessed area. The material chosen may be an extension of the store's personality, and reflect designs of both the store's interior and exterior.

Bay windows project out and break up a long, linear storefront. Bay windows bring the merchandise closer to the passerby. Care should be taken so that bay windows do not block neighboring tenants.

A recessed entry with double doors

Colorful and tasteful merchandise display at storefront

Bay window "pop out" storefront

Bay window with merchandise display

Creative use of glass at transom windows

Windows
Windows are a main element in most successful storefronts. Ideally, all windows should be made of clear glass, to allow views from the street to the interior of the store. This is true for retail, restaurant, and service tenants.

Wainscot Panels
Wainscot panels, when necessary to conceal "clutter" at the lower levels of the storefront, should be opaque. These panels should be kept as low as possible so that a good view into the store is not blocked. Wainscot panels should be no more than 2'-0" high, and should be given a decorative treatment. Special care should be given to the durability of the material where the wainscot meets the ground level, because this area is subject to weathering and impact. Tile, wood, metal, stone or other decorative materials are all good choices for wainscot panels.

Lighting
Storefronts should be inviting at all times. Tenants should provide ample light on their storefronts, the facade, and signage. Keeping lights on at night allows for window shopping even when the store is closed, perhaps drawing a tenant to return at a different time. Lighting can be provided by using decorative fixtures, concealed spotlight fixtures, or other unobtrusive light sources.

Adequate lighting should be used, even during the day, to counter the effect of bright sunlight. Light sources should be shielded to prevent glare from interfering with motorists and pedestrians. All wiring, conduit, and junction boxes should be carefully concealed or camouflaged.

Wainscot panels conceal interior clutter and are decorative on the exterior

Storefront lighting draws customers into the store

Interior lighting should remain on, even when store is closed

Materials
One of the most important elements in fashioning the store's image is the choice of materials used to create the storefront. Generic looking clear anodized aluminum storefronts are discouraged, but may be allowable in certain instances if they are used in a unique or creative way.

Possible materials are:
- Wood, stain or paint
- Metal
- Stone
- Tile
- Glass

Where storefronts of different materials meet, a transition should be provided. This may be accomplished with pilasters (neutral piers), potted plants, or other object that provides a visual break.

All-glass storefronts (frameless) offer a good view of the activity inside of a store. When using these storefronts, extra care must be taken with the display area immediately behind the storefront.

Glass can come in many types and colors. Transparent glass is extremely important for displaying store merchandise. Other glass, such as opaque, frosted or translucent, can be used to frame merchandise on display or create interesting images. Glass bricks or blocks can also be used. The importance of using glass creatively cannot be overstated.

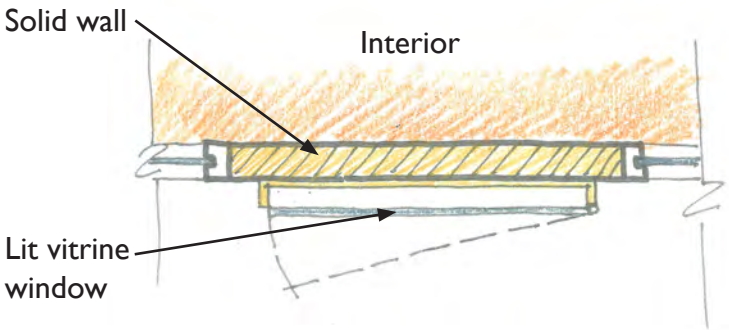
Reflective glass or reflective coatings are prohibited.

Creative use of metal in a storefront

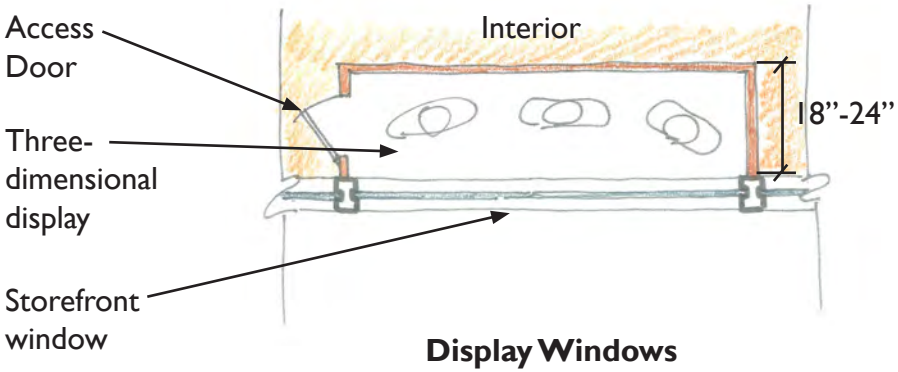
Frameless glass storefronts provide a modern look

Materials (Continued)
Only quality materials should be used. All materials must be durable, impact-resistant and non-corrosive. There is no restriction on decorative materials provided they do not present a public hazard. The use of any material that has sharp or pointed edges will not be allowed.

Vitrine and Display Windows
Blacking out storefronts at most areas is not allowed. See page ___. Where it is not possible to keep a storefront window open to the interior, other means, such as vitrine windows or shallow display areas can be used.



Vitrine Window with Exterior Access



Display Windows

Storefront Examples

Tiled recessed entry with painted wainscot

Wood panels increase perceived storefront height

Painted storefront with integrated lighting, pin mounted letters

Playful string lights and dramatic tile contrast with the simple wood storefront

OVERHANG DESIGN

A variety of overhangs are possible at Park & Shop. Overhangs protect the tenant from excessive heat gain or sun damage without blocking the visibility of the storefront. They shelter pedestrians from the elements.

Canopies

Canopies are horizontal overhangs suspended or cantilevered from the facade above a storefront. Though they are primarily horizontal, the top surface of the canopy should be sloped slightly to allow for drainage.

In addition to allowing for weather and sun protection, canopies are an ideal location for edge signs. They may be supported from above or below and may also be constructed below a transom window as a 'light shelf' to help reflect natural light deeper into a store than would be accomplished by a transom window alone.

Materials

Metal, wood, perforated screens, glass, or high quality plastics are acceptable materials for canopies. Where wood is used, new material resistant to checking, warping and rotting is allowed. Painted finishes should be durable and resistant to cracking, peeling, and fading. Fabric canopies, which are subject to puddling water on their top surface, are not recommended unless a perforated fabric is use.

Dimensional Requirements

No part of a canopy may be less than 8'-0" height above the sidewalk.

Canopies can be built of a variety of materials including wood

Canopies can be located below a transom window

Canopies are an ideal location for edge signs

Canopy Examples

Metal and glass canopies add a contemporary appearance

Canopies add attractive weather and sun protection

Horizontal wooden slats create interesting shadows

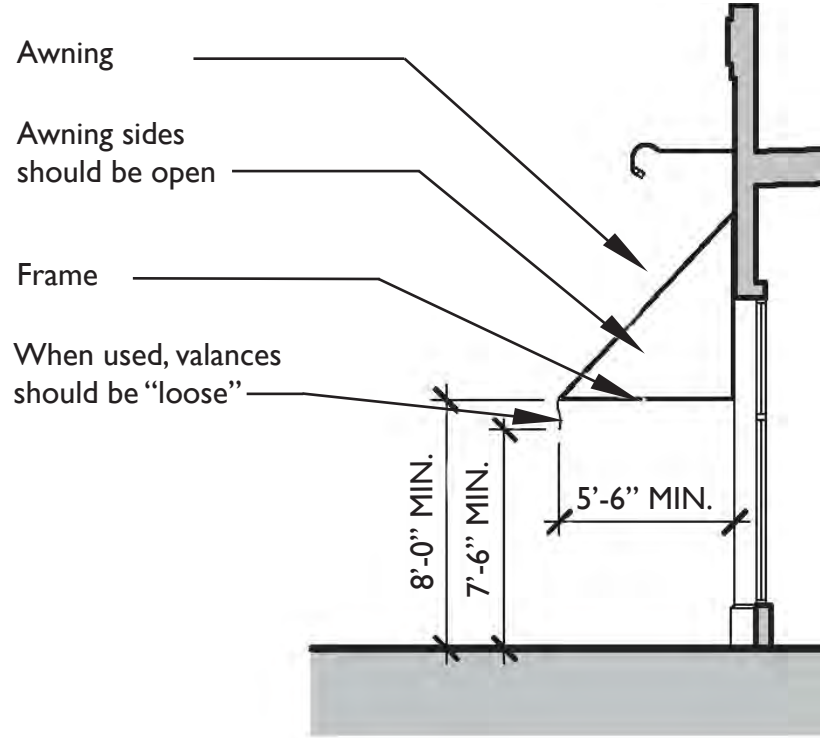
A combination of materials may be used

Awnings
Awnings allow tenants to express their personality and help to differentiate tenants from each other. Awnings are integral to the facade and storefront design.

In addition to providing opportunities for awning face and valance signage (see page___), awnings also provide colorful landmarks for shoppers, often before the signage can be read.

Awnings can be fixed or retractable and may be supported from above or below. Most awnings consist of the cover and the frame. The cover is the material that makes up the surface of the awning. The frame is the support that gives the awning its shape. It may also have a valance, the vertical face at the end of the frame. Valances should be "loose" without a framing member behind the fabric. Rigid valances are not allowed. Loose valances should have a weight sewn into the bottom to minimize flapping and reduce excessive wear. Decorative details on the valances such as scallops or piping may be used.

Materials
Metal frames can be finished in a variety of colors and textures. Where wood is used only high-quality, new material, resistant to warping and rotting is allowed. Painted finishes should be durable and resistant to cracking, peeling and fading.



Typical Awning Diagram

Awnings with bold graphics provide landmarks

OVERHANG DESIGN

Awning covers may be fabric, glass, wood, metal or high-quality plastic. Low quality or vinyl-looking awning 'fabric' is prohibited. Glass must be impact resistant. If fabric coverings are used, they must be durable and fade-resistant. Fabrics come in a variety of colors and stripes. Patterns may be used.

Dimensional Requirements

No parts of the awning cover or frame may be less than 8'-0" above the sidewalk. Valances may drop to 7'-6" above the sidewalk. Awnings may not cover more than one storefront opening at a time.

Graphics

The use of graphics on tenant awnings is encouraged. Please refer to the Awning signage (page___) section for guidelines and requirements regarding awning signage. Text, images, graphics are not allowed on the sides of awnings.

Fabrics are available in a variety of attractive colors

Individual gooseneck lights enhances awning and draws attention

Awning Examples

Multiple awnings break up the facade

Good contrast and eye-catching graphics

"All over" pattern

EXTERIOR LIGHTING

Exterior lighting on a building facade, arcade or interior street or pathway must provide adequate light levels for safety. Exterior lighting can be both dramatic and effective. Proper lighting encourages customer activity during evening hours.

- New fixtures must be attractive and high quality.
- Wall packs and strip fluorescent fixtures are not allowed.
- All light fixtures and installation of light fixtures shall comply with U.L. requirements. U.L. labels shall not be visible to the public.
- Time clocks or photocells shall be provided. Lights shall remain on until 11:00 PM.

Wall sconce complements architectural details

Decorative lighting enhances canopy

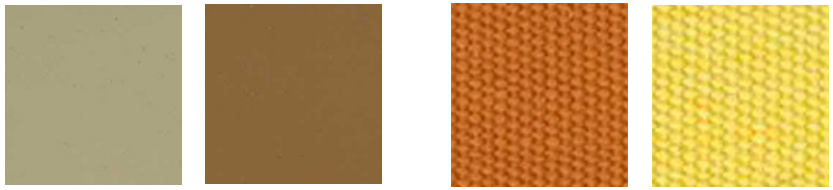
Creative lighting attracts customers

A good color scheme can add vitality to an otherwise simple architectural design. The uniformity of the blue and white color scheme at Park and Shop creates a monotonous atmosphere and makes it difficult for customers to establish their location within the center. A varied color scheme helps to establish landmarks throughout the Center.

Color schemes shall be tasteful. Care shall be taken to establish color schemes that are contemporary, yet will not quickly become outdated.

The color schemes on this page are examples. Building owners and tenants should not feel obligated to use these colors, but should select colors that reflect their own personality.

Example Color Scheme 1:



Beige Cocoa Orange Yellow

Building Colors Accent Colors

Example Color Scheme 2:

Prairie Sand Navy Olive

Building Colors Accent Colors

Example Color Scheme 3:

Forest Cream Adobe Chocolate

Building Colors Accent Colors

MERCHANDISE DISPLAYS

Merchandise display makes a significant contribution to the overall feel of a design. Successful displays are visible to pedestrians from the sidewalk, incorporate an overall color scheme and iconic branding images to create a cohesive look.

Bright color scheme and artful arrangement of items

Interior is visible from the sidewalk

Playful use of branding as decor

Visibility draws customers

UTILITARIAN AREAS

At Park & Shop, utilitarian areas face a major parking lot and street, are visible and should be treated as such. Loading docks, trash enclosures and mechanical areas are an often overlooked portion of a tenant's image. They tend to become unsightly and fall into disrepair. Such utilitarian locations have an ability to either foster or detract from a business' overall image in the same way that the storefront does.

- All utilitarian areas must be kept clean and in good repair at all times, including trash receptacles, equipment areas, gates, fences, walls, screens, plants and planters.
- Trash receptacles must be concealed from public view with decorative wood or metal trellises or screens.
- It is the responsibility of the tenant to check with utility and waste management companies regarding rules and regulations that pertain to equipment and trash receptacle access.
- All roof top mechanical equipment must be screened from public view by a decorative wall or fence of proper scale and proportion, integrated with the architecture.
- Areas shall be well lit for security.
- Unused pallets, boxes, and other debris may not be piled within public view.
- Gates, fences, and walls must be properly repaired and in good working condition.
- Plants and vines in above or in ground planters can be used as screens, and must be properly cared for and maintained.

A decorative fence could hide unsightly pallets and goods

Pallets and other debris shall be concealed

Broken walls shall be repaired

Loading Dock & Trash Screen Examples

Gates can be decorative

Clean, landscaped loading dock

Screening with attractive fences or landscaping.

Decorative fence

Mechanical Equipment Screen Examples

Horizontal louvers can hide mechanical equipment on a roof

Roof screens hide unsightly mechanical equipment

Mechanical panels can create a simple sturdy equipment screening.

Unique, well crafted signs convey an impression of originality and quality, whereas standard channel lit lettering or self illuminated box signs can have the opposite effect. A sign is more than just the store's name. The graphics of the store's logo, material choice, placement on the building, lighting, and size all convey a store's identity to the public. Creative signage can make a store more attractive to the customer.

Allowable Signs:

- Awning Signs
- Wall Signs
- Edge Signs
- Blade Signs
- Transom Signs
- Wall Mounted Blade Signs
- Window Signs and Graphics
- Freestanding Signs, A-frames and Menu Boards
- Temporary Signage

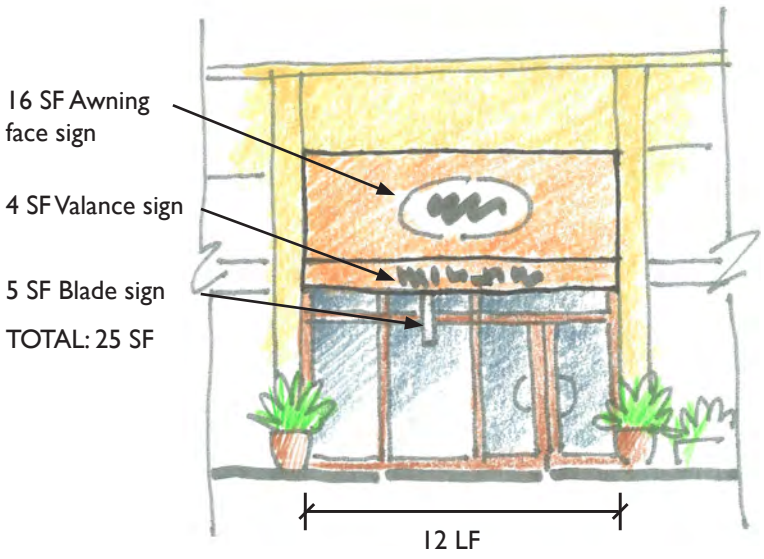
Signs are not permitted in the public sidewalk area. Freestanding and A-frame signs are only allowed for sidewalk cafes, if located within the patio area, see CDC 18.180.120 Temporary Signs.

Colorful and unique edge sign

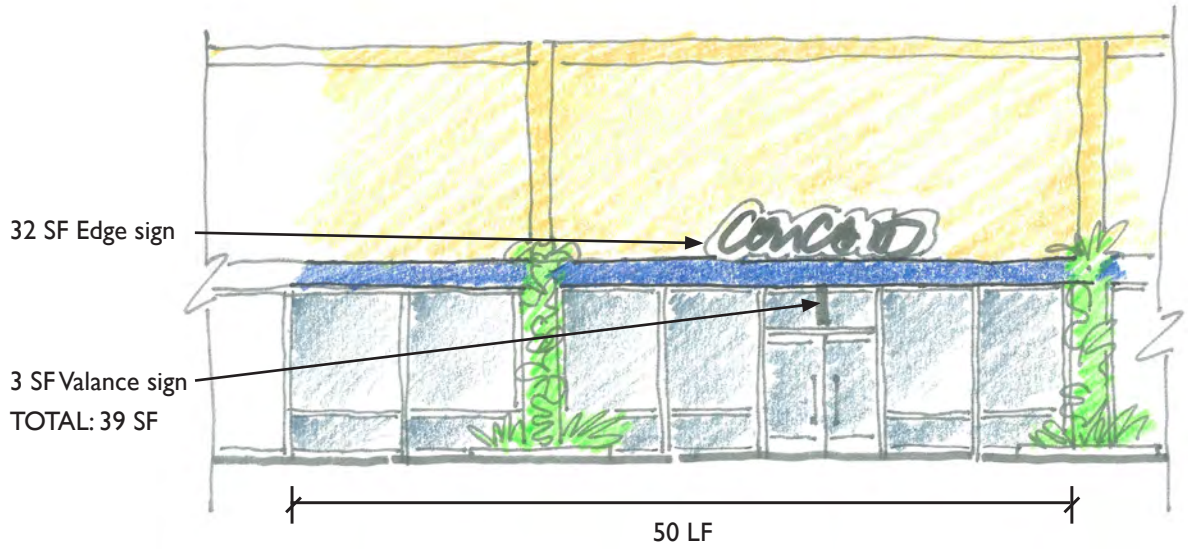
Colorful and complementary suspended blade sign

Dimensional Requirements

Tenants are permitted to have one square foot of signage per linear foot of store front opening. (25 sf minimum and 100 sf maximum). See Definitions on page ___. Total sign area is the collective area of all signs added together. Window graphics are not included. Large anchor tenants (over 20,000 SF) will be considered on a case by case basis.



Example of Sign Arrangement for Small Tenant



Example of Sign Arrangement for Medium Tenant

ALLOWABLE SIGNS & DIMENSIONS CHART

SIGN TYPES		Maximum Letter Height- Bold Font	Maximum Letter Height- Light Font	Maximum Sign Length	Maximum Sign Area	Maximum Sign Projection*	Minimum Clearance***	Included in Signage Calculation
Awning Signs - Face		18 IN.	18 IN.	-	25% of Face	-	-	Yes
Awning Signs - Valance		8 IN.	10 IN.	-	30% of Valance	-	7'-6"	Yes
Wall Signs - South Façade								
Tenant up to 9,900SF		10 IN.	12 IN.	-	-	-	-	Yes
Tenants 9,900SF -19,999SF		14 IN.	16 IN.	-	-	-	-	Yes
Tenants over 20,000SF ***								Yes
Wall Signs - North Façade								
Tenant up to 9,900SF		18 IN.****	20 IN.****	-	-	-	-	Yes
Tenants 9,900SF -19,999SF		24 IN. ****	27 IN. ****	-	-	-	-	Yes
Tenants over 20,000SF ***		***	***	-	-	-	-	Yes
Edge Signs - South Façade								
Tenant up to 9,900SF		10 IN.****	12 IN.****	-	-	-	8'-0"	Yes
Tenants 9,900SF -19,999SF		14 IN. ****	16 IN. ****	-	-	-	8'-0"	Yes
Tenants over 20,000SF		***	***			-	8'-0"	Yes
Edge Signs - North Façade								
Tenant up to 9,900SF		18 IN.****	20 IN.****	-	-	-	8'-0"	Yes
Tenants 9,900SF -19,999SF		24 IN. ****	27 IN. ****	-	-	-	8'-0"	Yes
Tenants over 20,000SF ***		***	***	-	-	-	8'-0"	Yes
Suspended Signs**		-	-	-	8 SF	5 FT	7'-6"	Yes
Wall Mounted Blade Sign**		-	-	-	8 SF	5 FT	7'-6"	Yes
Banner Sign**		*	*	*	*	5 FT	7'-6"	Yes
Transom Sign		14"	18"	-	30 SF	-	-	Yes
Window Signs		6"	9"	-	see page 56	-	-	No

1. Refer to the detailed requirements for each Sign Type, on the following pages.
2. Refer to page <> for instructions on the Total Sign Area Calculation per Tenant.

* Determined on a case by case basis

**Only one side of sign is counted toward allowable SF

*** Will be determined on a case by case basis

***** If a sign is less than 8' long, the letter size may increase by 25%.

Many signs require technical details to address electrical and installation needs, as well as compliance with design guidelines. When developing these sign details, the following apply:

Electrical Requirements

- Fabrication and installation shall comply with all Underwriters Laboratories (U.L.) requirements and all applicable State and labor codes. All components shall bear the U.L. label indicating approval and be manufactured by a U.L. certified shop. All glass housings, tube supports, glass tubing, high voltage cable and other components shall be constructed of the highest quality, per industry standards, and listed with Underwriters Laboratories.
- All wiring, raceways, conductors, transformers, ballast and other equipment must be concealed from public view. All conduit must be rigid metal. However, if any of the electrical equipment listed above must be exposed, locate conduit and connections at the inside corners or changes in the surface plane. Use the tightest radius for conduit bends. Prime and paint all exposed equipment to match the adjacent surface or surface mounted on, unless otherwise noted. Indirect routing may be required to satisfy design considerations.
- All labels should be concealed from view unless required by code. The background of visible code required labels must be transparent or match the color of the surface to which they are applied.
- Tenant shall provide time clocks and photo cells for use in conjunction with the electrical device.

Installation Requirements

- The illumination of all sign components shall be uniform in intensity over all of the illuminated surfaces. No noticeable hot spots or shadows will be allowed, with the exception of neon, no exposed lamps or tubing will be permitted.
- The illumination and electrical specifications must appear in the shop drawings submitted for signage approval.
- Lamp selection and aiming should be carefully considered to reduce glare for pedestrians and provide appropriate accent lighting. Illumination shall not exceed that which is approved during the submission process.
- Mounting pins and brackets should be as thin as possible and painted to match the building or sign, where acceptable. Fasteners and attachment connections to the building shall be concealed from view.
- Suspended signs should have ring or loop connections when possible to allow for sign movement. Chains or cables may be necessary to limit movement. Rigid sign brackets are permitted.
- All penetrations of any building structure required for sign installations shall be neatly sealed and continuously maintained in watertight condition. All bolts, fastenings, clips, conduits, etc, shall be corrosion resistant. All methods of attachment to any structure must be detailed on shop drawings and approved by the Landlord and the City.

Compliance Requirements

- All manufacturers and installers are advised that prior to final acceptance, each unit may be inspected for compliance with this set of Design Guidelines & Master Sign Program. Any signs, before or after installation, found not in compliance will be rejected and required to be removed and/or replaced.
- No substitutes of materials will be accepted unless otherwise approved by the Landlord, and the City.
- Any time a tenant vacates a space, the tenant shall remove all signs, patch, paint, and repair the surfaces to which the signs were installed back to the original condition of the surface Ghosting shall be painted out. The removal and repair shall be at the Tenant's expense.
- To avoid a patched appearance, all changes to fabric awning signage shall require replacement of the fabric.

Prohibited Signs:

- Signs that include advertising or descriptions of products and services.
- Internally illuminated sign boxes.
- Internally illuminated channel letters, except at edge signs, see page___.
- Signs with plain block 'generic' lettering.
- Signs advertising phone numbers and / or web sites.
- Signs containing flashing or moving lights, graphics, or other imagery.
- Signs, employing luminous or day-glo paint.
- Any temporary signs or advertisements not approved by the Landlord and City.
- Generic 'Open' signs (printed or neon).
- Any sign deemed by the Landlord or City offensive, inappropriate or otherwise unacceptable.
- Generic 'Store Hours' sign cards or signage.
- Generic 'Sandwich Board' Signs.
- Lit tenant signs must be on an astronomical timer and be lit from dusk until 11pm.
- Repetitive signage.
- Websites and phone numbers allowed only on doors.

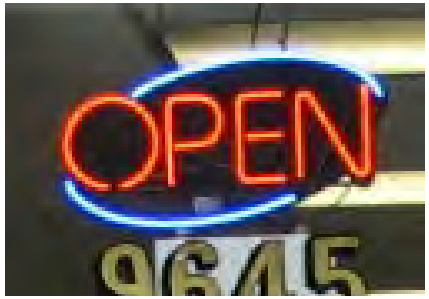
Prohibited Sign Examples

Internally lit box sign

Generic sandwich board sign

Repetitive signage is not allowed

Internally lit channel letters, generic lettering



Generic or neon "open" signs

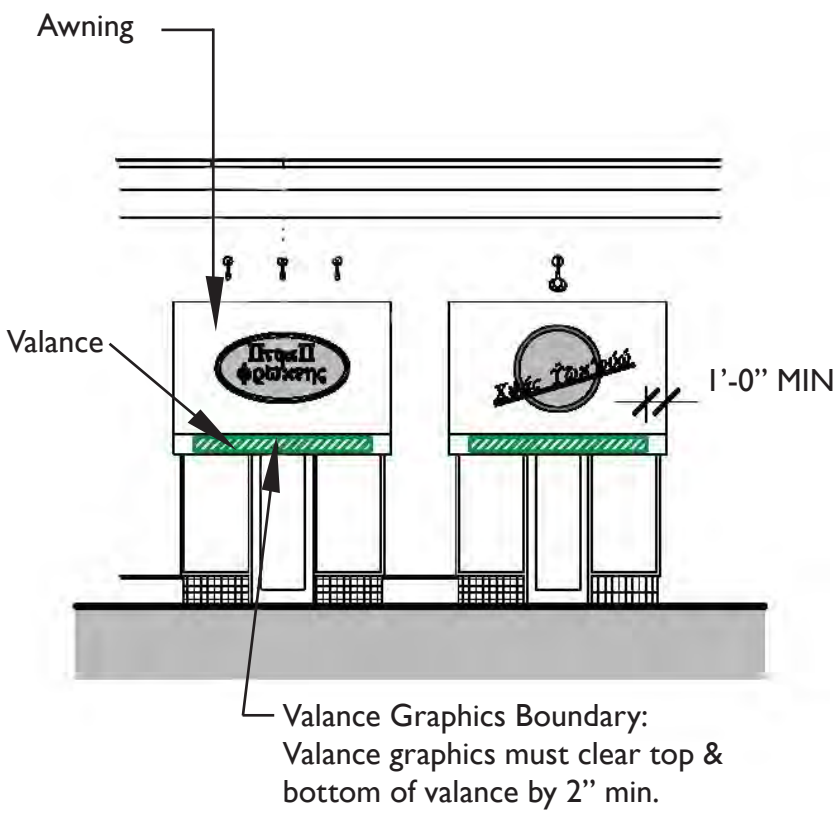
Generic, excessively large wall sign

Internally lit box sign

Awning face signs may be externally lit with gooseneck lights or similar fixtures. Awning signs may be hand painted, silk screened or appliquéed onto the fabric. Radio frequency welded letters and logos may also be used for awning signage.

Dimensional Requirements

Valance graphics must fit within a Valance Bay Boundary that is 1'-0" in from either edge of the valance and 2" from the top and bottom of the valance.



Awning Signage Examples

Scalloped valances with tag lines

External illumination on awning

Playful signs and materials

Bold graphics and creative lighting

Wall signs can take many forms: they may be text, graphic logos, or a combination of the two. It is important to consider both their lighting and placement. Wall signs must be located in such a way that they are easily visible to the public and properly incorporated into the design of the facade and storefront.

Pin mounted, halo lit letters that stand off the wall create a shadow line when lit by the sun or gooseneck lights. Wall signs may be lit with exposed neon if detailed well. Exposed neon signs may not have a clear acrylic face. Front lit channel letters are not allowed for wall signs. Wall Signs may also be mounted to a plaque or frame, which may be mounted or painted on the wall. Exposed raceways are not allowed.

Wall signs must be contained within the width of the storefront opening. Signs must not span the pilaster or demising wall of an adjacent tenant. See the diagram on page ___. Wall signs may not be mounted at the top of a parapet wall. Wall signs should be located above a public entry.

Materials:
Wall signs may be constructed of metal, acrylic, graphic film, wood, glass and other high quality durable materials.

Letters cut out of a panel, lit from behind

Classic lettering pin mounted on the wall

Interesting, colorful logo

Wall Sign Examples

Halo Lit

Halo Lit

Partial Halo Lighting

Externally Lit Plaque Style

Externally Lit with Gooseneck Lighting

Externally Lit with Contemporary Fixture

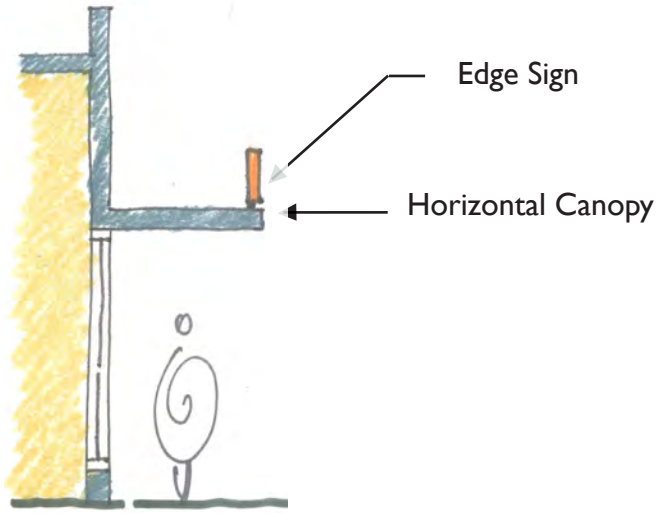
Edge signs are lower and therefore closer to the street and the eye level of the pedestrians. They may also be below the tree foliage.

Elements

Edge signs may consist of individual letters pin mounted directly to the overhang, or first mounted to a background plaque or plate. Background plates shall be cut out as per the shapes of the letters. See photos on page _____. They can be mounted either above, below, or to the face of the overhang. Thought should be given to the building colors, the color of the overhang, and the color of the font and background panels. Sufficient contrast should be maintained. Flowing shapes and fonts often read better against the building facades.

Lighting

Edge signs can be either externally illuminated with spot lights or halo illuminated. Exposed neon may be used if detailed well. Exposed neon signs may not have a clear acrylic face. Internally lit channel letters must use 4000 Kelvin or warmer LED lighting. Raceways must be concealed from view.



Edge Sign Diagram

Suggested style of internally lit channel letter.

Edge Sign Examples

Flowing font

Externally lit edge sign

Halo lighting with logo

Backer panel cut out per letter

Exposed neon

Cut out backer panel halo lit

Unique and iconographic suspended signs can serve as identifying markers and can be seen as a work of art. They are a great way for a store to express some personality, whether it be classic and sophisticated, sleek and contemporary, or whimsical and fun.

Suspended signs are important identifying markers. These signs bring signage down to a pedestrian scale and are often the only signage visible.

Tenants are allowed a maximum of one suspended sign per public entry.

Suspended signs can be located perpendicular to the facade, under an awning or overhang. The bracket should be designed as part of the sign and enhances the design. A suspended sign must be located where it will not interfere with the visibility of a neighboring tenant's sign or storefront.

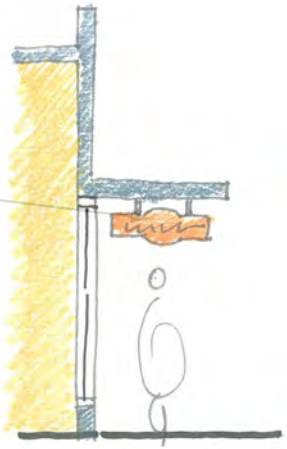
Lighting

Suspended signs may be internally illuminated using halo illumination, push through acrylic, or back lit routed lettering. Exposed neon may be allowed, provided a limited amount of neon is used and the sign is unique and carefully designed. Individual channel letters or illuminated sign boxes are not permitted. If externally illuminated, the light source should be directed upward from below, or shielded to prevent 'spill over light' from glare for pedestrians. Conduits should be concealed.

Interesting graphics

Iconic signs work well

A variety of shapes is encouraged



Suspended Sign Diagram

Materials
Suspended signs and brackets may be constructed of:

- Metal
- Acrylic
- Graphic film
- Wood
- Glass
- Other high quality durable materials

Dimensional Requirements
A sign suspended from high overhead should have clearance that is proportional to the height. Suspended signs shall be minimum 1" thick.

Creative logo

Eye-catching shapes

Blade signs are identifying markers and can be seen as a work of art as well as signage. They are a great way for a store to express some personality, whether it be classic and sophisticated, sleek and contemporary, or whimsical and fun.

Wall mounted blade signs are located perpendicular to the facade. They can be supported by a bracket attached to a wall or a pilaster. The bracket should be designed as part of the sign, and enhance the sign design. Tenants are allowed blade signs on a case by case basis. A blade sign must be located where it will not interfere with the visibility or function of a neighboring tenant's sign or storefront.

Lighting
Blade signs may be internally illuminated using halo illumination, push through acrylic lettering, or back lit routed lettering. Exposed neon may be allowed, provided a limited amount of neon is used and the sign is unique and carefully designed. Individual channel letters or illuminated sign boxes are not permitted. If externally illuminated, the light source should be directed upward from below, or shielded to prevent to 'spill over light' from glare for pedestrians. Conduits should be concealed.

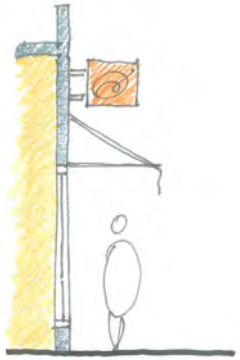
Materials
Wall mounted blade signs may be constructed of metal, acrylic, graphic film, wood, glass and other high quality durable materials.

Dimensional Requirements
Sign height may depend on the design of the building and location of the sign. Blade signs shall be a minimum 1" thick.

Internally lit push through acrylic letters

Three dimensional iconography

Exposed neon


Blade Sign Diagram

In certain prominent locations, or when a tenant has multiple exposures or limited visibility, Banner signs may be useful. Banner signs are permitted on a case by case basis where they are appropriate.

Banner signs may not be used on sloping surfaces or where they will obscure neighboring tenants' signage.

Banner signs must have graphics on both sides. Both sides shall be visible. They may be mounted to either one or two brackets. If one bracket is used, the bottom edge of the sign should be sewn with a weight to reduce excessive flapping. The bottom corner may be required to be attached to the wall with a string, cable, or braided guide wire. Banner sign brackets shall be decorative and be designed as part of the sign. Banner signs may be mounted on a corner at a 45 degree angle. Banner signs are only allowed to be mounted at pilasters between storefronts if BOTH storefronts adjacent to the banner sign are occupied by the sign's tenant.

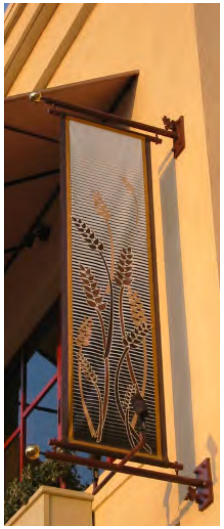
Lighting
Banner signs may be illuminated with spot lights, or be non-illuminated. Lighting should be positioned so as not to create glare for pedestrians or vehicles.

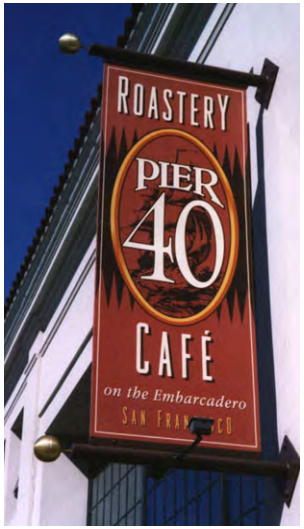
Materials
Banner signs must be constructed of durable materials and may be rigid or non-rigid. Fabric, metal and acrylic are some examples.

Dimensional Requirements
A 4" minimum clearance must be maintained between the banner and the building wall.

Playful brackets

Three dimensional sign with external lighting


Fabric



Bold graphics

Transom Signs are located in the transom windows above the door or entry. The transom window may be above a shallow awning or canopy.

Transom signs may be located either inside or outside of the transom windows. They may be applied to a transparent, translucent or solid background. They may consist of three dimensional raised letters and logos, or have lettering routed out of an opaque background panel.

Lighting
They can be externally or internally illuminated. Non-illuminated letters may be lit from the back lighting provided from inside the store. External illumination is typically achieved by the use of spotlights or gooseneck fixtures mounted above the transom window. Allowable types of internal illumination include halo lit letters , push through acrylic lettering, exposed neon, or back-lit routed letters through an opaque frame.

Materials
Transom signs may be constructed of metal, acrylic, graphic film, wood, glass and other high quality durable materials. They may also be made of metal leaf lettering on glass, or vinyl decal lettering.

Lit from behind

Three dimensional letters

Sign above overhang with external lighting

Window signs & Graphics are located within the storefront and encompass a wide variety of sizes, shapes and materials. Window signage is an excellent way to present the name and logo of the business to at the pedestrian level. Window signage can be used to frame merchandise displays or provide other information about goods and services. Window signage can be creative and whimsical.

Window Signs may be hung behind the storefront glass. Designers of storefront graphics should keep in mind that they are read from relatively close proximity and often from both inside and outside the store. Mounting hardware, electrical connections, and details must be carefully considered and concealed. Window signage should be mounted on the interior side of the glass. Window graphics may not be repetitive.

Hours of Operation:
Letters may be vinyl or metal leaf, applied to glass. Hours may be listed once per door or public entrance. Max letter size = 1.5”

Address Numbers:
Must be vinyl or metal leaf, applied to glass and must comply with local Fire Department requirements.

Materials
Window Signs & Graphics may consist of opaque and translucent film on glass or a sign panel mounted inside the store, behind the glass, or mixed media. Other applications of window graphics are silk screen, sandblasting, laminating, and metal leaf.

Window graphics should not block view into store

Graphics should incorporate an attractive logo

Bold, attractive graphics can be seen at a pedestrian level

There are three options for storefront glass treatment:

1. Clear with open view to well kept interior.
2. Lit vitrine or display windows.
3. Window Signs & Graphics - non-illuminated only.

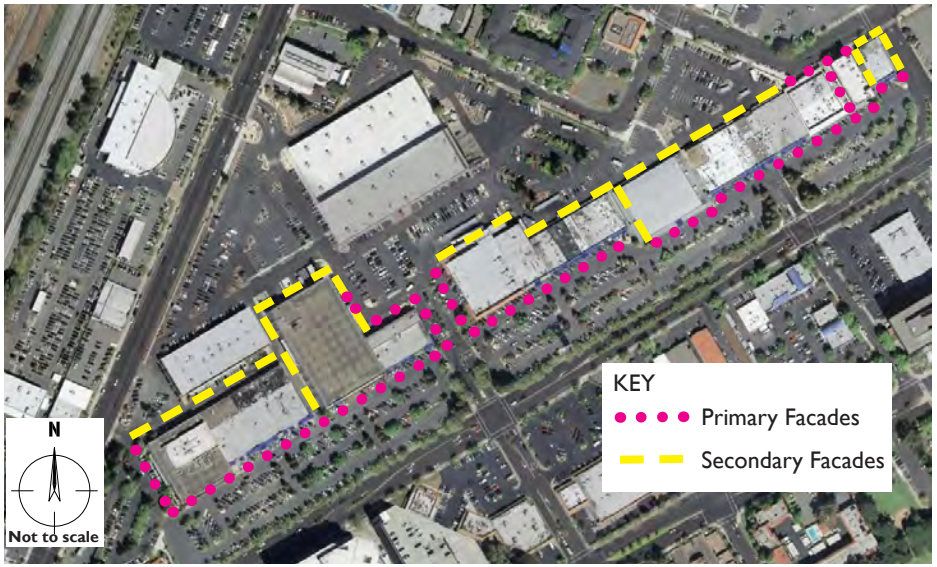
Whenever possible, window glass shall remain unblocked. For creative ways to treat windows where blockage occurs, see page ___. Typically, window signs and graphics are non-illuminated; however, lighting may be permitted if the sign is unique and creative.

Dimensional Requirements for Primary Facades

Window Signs and Graphics are limited to a maximum letter size of 6" for a Heavy Font and 9" for a Light Font. An Accent Letter may be up to 50% larger. Any sign mounted at the interior of the store within 3' of the window is counted as an opaque surface. No more than 20% of the area of storefront glass at the primary facade may be blocked.

Dimensional Requirements for Secondary Facades

At secondary facades it is permissible to block more than 20% of the storefront glass, if necessary. See diagram below for these locations.



Plan Diagram

"Back of house" windows should have bold graphics that relate to the business

Where glass may be blocked attractive graphics must be used

Freestanding and A-Frame Signs

Well designed signage is a useful marketing tool to advertise products or services. Iconic or artistically designed signs help entice shoppers into a cafe. Freestanding signs are only allowed for sidewalk cafes in the downtown. Freestanding signs include attractive A-Frame styles, sculptural or pole mounted signs.

Freestanding and A-Frame Signs must be placed in a location that does not impede pedestrian traffic and should be located on the building side of the sidewalk, near the store entrance. Signage must be fabricated using high quality materials and be well maintained.

Freestanding and A-Frame Signs should only be displayed during business hours and on extremely windy days, be brought indoors.

Freestanding and A-Frame Signage must be submitted for approval by City Staff. Further, any sign that is deemed "generic" or poorly designed is prohibited and must be removed.

Menu Boards

Menu boards allow customers to view a restaurant's offerings. They may be mounted to the wall in enclosed cabinets or placed as freestanding signs. Freestanding menu boards are considered Freestanding signs, and are subject to the regulations listed above. Menu board cabinets are discussed below.

Menu board cabinets should be located near the main entry. Locations must be submitted for approval. All cabinets must be fabricated using high quality materials and should be constructed to resist weathering, and be well maintained. Illuminated menu cabinets are encouraged. Lighting should be unobtrusive and not create glare or "hot spots". All electrical equipment shall be concealed from view.

Menu boards must be submitted for approval, including the internal menu or artwork on display. Any cabinet that is deemed "generic" or poorly designed must be removed.

Creative free standing signs

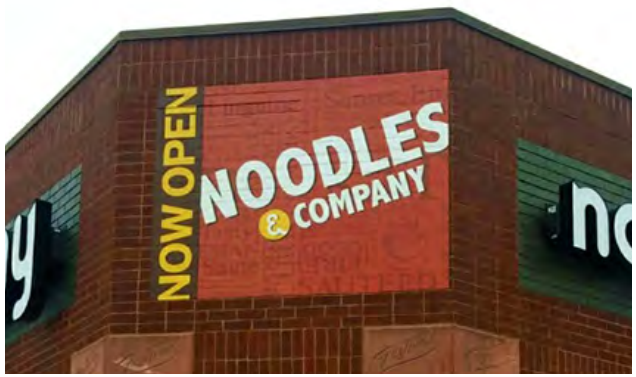
Simple and effective

Well constructed display case with menu

Temporary signs may be allowed for Grand Openings or tenant name changes. Signs used for this purpose are allowed only upon permission of the Landlord and the City Staff, and must be approved prior to installation. Temporary signs should be colorful and attractive.

Temporary signs may be displayed for a period not to exceed 30 days after initial occupancy of a business. Temporary banners are limited to one per tenant, must be professionally designed and well maintained. They may not include product names, vendor names, or other advertisements. They are allowed on building exteriors, secured to or suspended from a building wall or canopy. They may not be attached to a tree or roof. The signs must be placed so as not to create safety hazards, block required pedestrian and / or vehicle access, or obstruct signs identifying adjacent businesses. The size of the sign shall be in proportion to the tenant storefront. Where temporary signs have been removed, the Tenant is responsible for patching and repairing any damage caused by their installation.

For regulations regarding temporary signage, refer to the City of Concord Development Code Section 18.180.120.



Bold, eye catching sign

Descriptive and tasteful temporary sign

Temporary construction barricade

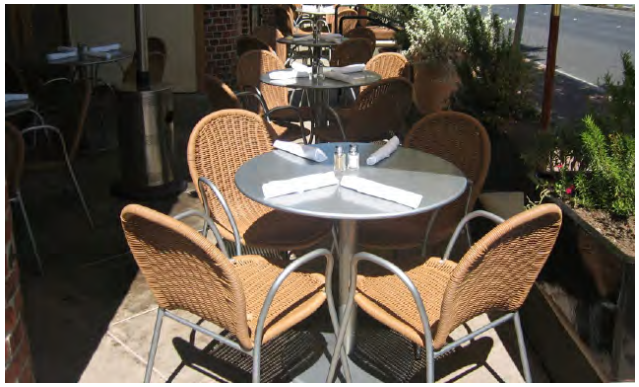
OUTDOOR DINING PATIOS

Restaurants and other food tenants are encouraged to create outdoor seating areas to bring life and activity to the center. Outdoor seating areas should be placed where customers can both see and be seen. Diners often enjoy 'people watching' while they eat. Outdoor dining is good advertisement for restaurants.

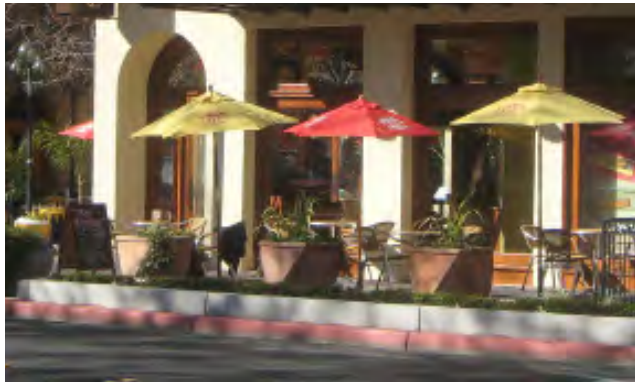
Seating should be located near the path of travel, yet sheltered slightly for privacy. This can be accomplished by raising the level of the eating area slightly from the sidewalk, or through the use of a railing or other form of semi-enclosure. Permanent railings may not be used to define eating areas because of Park and Shop Center's cross access easements. They should be located on the building side of the sidewalk, to provide greater shelter from vehicular traffic. Landscape buffers such as planters or in-ground landscaping offer comfort to diners.

Outdoor dining furniture shall be durable and attractive. Umbrellas provide shade, color and even a location for tenant logos or tag lines.

Outdoor dining areas must be approved by the Park & Shop Owners Association and the City.



Sturdy, decorative furniture



Colorful umbrellas provide shade and attract customers

Creative barriers between the diner and public space

INTERIOR PATHWAYS

Interior Pathways play an important role in moving shoppers from the south side of the shopping center to the tenants and parking on the north side. This movement is important to the overall vitality of Park & Shop. There are many ways to activate an interior pathway.

Interior pathways can be made more inviting with the use of landscaping. Decorative pots add color and life. Planter pockets with vines growing on wall soften what can otherwise be a harsh environment.

The decorative uses of color, tile or painted murals are other ways to liven up an interior pathway and draw pedestrians in.

Good, decorative lighting is an important aspect of an interior pathway. Lighting must be adequate for safety, without causing glare. Utilitarian fixtures such as wall packs are not permitted. Overhead festoon (Tivoli) lighting is an excellent way to bring attention to an interior pathway.

Landscaping brings life to blank gate-way walls

Festoon lighting enhances interior pathways

Planters with color and interest and attract pedestrians

All work in the common areas must be approved by the Park & Shop owners Association and the City.

Suggestions for Improving Common Areas
Outdoor areas for pedestrians to enjoy can be created in a number of ways. A pleasant, colorful environment attracts shoppers and encourages them to wander through the shopping center and explore stores other than those they frequent.

Building owners, with the permission of the Park & Shop Owner's Association, can extend the sidewalks, where feasible. The extension of the sidewalk creates "parklets" for dining and gathering. With or without a sidewalk extension, outdoor areas can be enhanced with in ground landscaping or large decorative planters. Hanging baskets bring color and life above eye level.

Site Furnishings play an important role in creating a lively environment. Fountains bring movement and sound to an area. They have a cooling effect in summer. Benches come in a variety of designs and can be comfortable and easy to maintain. Bicycle racks and bollards provide security and can be attractive and functional. Public Art enhances pride in the shopping center.

Extended sidewalks and landscape create more usable areas for pedestrians

Decorative benches and landscaping encourages gathering

Parklets bring life to paths and parking areas

Step 1: Pre-application Meeting:

Prior to starting a project, it is strongly advised to contact a Staff planner to arrange a preliminary meeting for exterior improvements.

The City Planner will explain the Design Guidelines, may perform an on site visit with the tenant and owner, make design recommendations and review the items required for the Design Review Submittal (Step 2).

Step 2: Application Meeting

Applicant will make a Design Review Submittal to the City Planning Department. The Submittal shall include the Design Review Application, fee, and check list (found online at www.cityofconcord.org) and all required drawings and information as per the Design Review checklist. The City Planner will determine whether the project can be reviewed at City Staff level or in special circumstances staff may at its discretion refer the item to the Design Review Board.

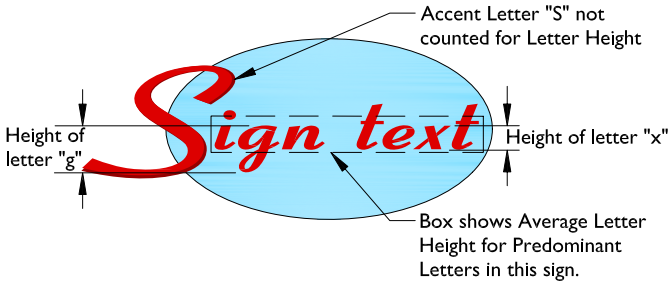
If the project is reviewed at the City Staff level, the City will comment on the submittal and ask for further information or design changes until an approval is granted. The applicant may then apply to the Building Department for a Building Permit.

If the project must go to the Design Review Board, the applicant proceeds to Step 3.

Step 3: Design Review Board Hearing

After review and comment by City Planning Staff, the applicant will receive a date to present the design to the Design Review Board. The applicant and the design professional may be asked to bring additional materials to the hearing. At the presentation, the applicant will receive comments and/or approval from the Design Review Board. When approval has been granted, the applicant may apply to the Building Department for a Building Permit.

Accent Letters:
Accent letters are the largest letters within text, such as capital letters.



Arcade:
A covered passageway supported by arches, piers or columns.

Channel Letters:
Individual, three dimensional letters with metal returns. May be internally, halo or externally lit.

Canopy:
An overhanging projection, of fabric or rigid material, covering the pedestrian walkway. See "overhang".

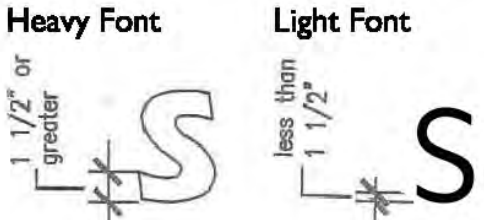
Column:
A rigid, upright support.

Demising Wall:
Interior Boundary wall between two individual piers.

Edge Sign:
Letters and/or logo mounted from above or below to a horizontal element such as a canopy.

Facade:
Any side of a building facing a public way or space and finished accordingly.

Font Weight, Heavy & Light:
A Heavy Font is any font with a letter thickness of 1/2" or greater. A Light Font is any font with a thickness of less than 1/2".



Halo Illumination:
Channel letters or logos are illuminated using a linear light source placed inside the channel. The channel is oriented so that the light source faces the wall. The light washes the wall, accenting and highlighting the letters.

Neutral Pier:
A Pilaster located between storefront openings.

Overhang:
An architectural element, such as an awning or canopy, that projects from the building facade and provides weather protection.

Parapet:
A wall or barrier at the edge of a roof above the main wall of a building.

Pilaster:
A shallow rectangular feature projecting from a wall that imitates the form of a column.

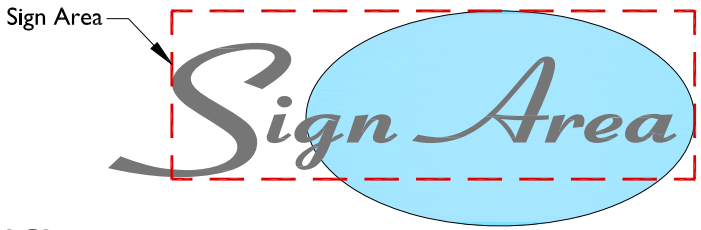
Pin Mounted:
Attached to a surface with small metal stand-offs that provide space behind or below.

Predominant Letters:
Predominant letters are the smaller letters within the text, such as lower case letters.

Push-Thru Acrylic Letters:
Translucent letters that are placed in cut-outs inside a sign panel. A light source is concealed within the panel and illuminates the letters from behind, giving the letters an even glowing effect.

Roof line:
Outline of a roof top.

Sign Area:
The sign area is calculated by measuring the simple-most geometric frame that can be placed around the sign design.

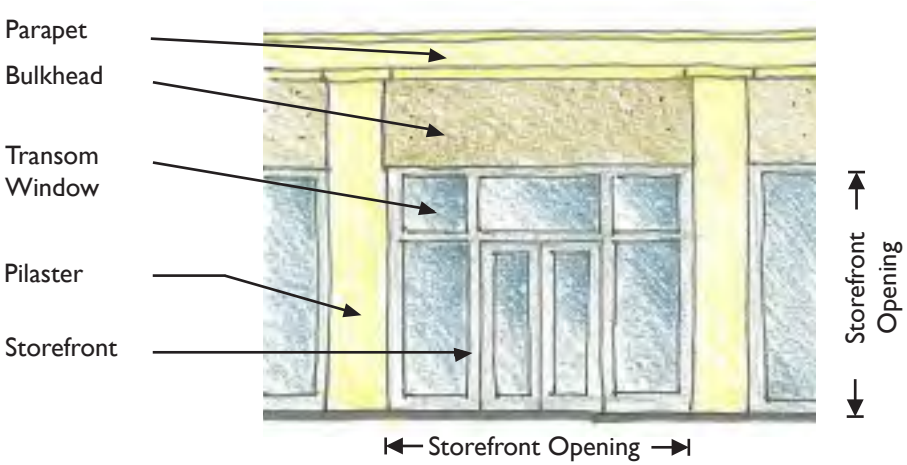


Spandrel Glass:
A panel of glass, usually opaque, located between the top of one window and the bottom of a window on the story above.

Spot Light:
A wall-mounted light fixture with a single light source. Multiple spot lights can be used that are equally spaced, providing an even illumination of the sign. Spotlights come in many styles such as gooseneck or compact stem-mounted fixtures.

Storefront:
Refers to materials/design that fits within any storefront opening. Storefronts consist mostly of glass with metal, wood or other trim and is located below the bulkhead.

Storefront Opening:
The frontage area between the exterior pilasters or demising walls.



Total Storefront Width:
Cumulative width of all storefront openings belonging to a single tenant/space (i.e. entire width of a tenant's store facade minus pilasters).

Transom Windows:
The glass area located above the storefront windows and doors.

Wall Sconce:
Decorative, wall mounted light fixture.

Wainscot Panel:
Decorative covering at the lower part of a wall.

Valance:
A short piece of fabric hung from the edge of an awning.

EXHIBIT B

REUBEN, JUNIUS & ROSE, LLP

September 12, 2016

Via Email and Mail

Laura Simpson
Planning Manager
Community and Economic Development Department
City of Concord
1950 Parkside Drive, MS/53
Concord, CA 94519

Re: Park & Shop Design Guidelines
Our File No.: 10377.01

Dear Ms. Simpson:

Our office represents Concord Shopping Center Association, Inc. and CSC Parking Maintenance Association with respect to the Park & Shop retail center. We are in receipt of the draft Park & Shop Design Guidelines ("Design Guidelines"), dated March 9, 2016, that were presented at the March 24, 2016 Design Review Board ("DRB") meeting. Please accept this letter and the enclosed materials as initial and partial suggestions to the Design Guidelines on behalf of Concord Shopping Center Association, Inc. and CSC Parking Maintenance Association. We kindly ask you to consider the suggested recommendations, make revisions to the Design Guidelines, and submit them to the DRB for their review.

Please note that the Park & Shop owners are scheduled to hold their meeting on October 13, 2016, wherein the Design Guidelines will be discussed, including a discussion of the comments provided hereby and any additional comments that the owners consider appropriate and/or necessary. We anticipate obtaining the owners' consent at the October 13th meeting and expect to provide further comments and/or confirmation prior to the DRB's next meeting after October 13th. Thus, this letter and the revisions in the attached should not be considered the only and/or final comments by the owners. Based on our conversations it is our understanding that there will be at least one other DRB meeting after October 13.

A. Background for Park & Shop and Context for the Design Guidelines

Park & Shop retail center is an existing shopping center that was constructed in the 1950's. The land area for the center is divided into over thirty (30) separate assessor's parcels, which are owned by different entities and individuals, i.e. by the "Owners". Although most of the parcels include some common area adjacent to the building area, all of the parking lot areas and other common areas beyond the exterior walls for the building

James A. Reuben | Andrew J. Junius | Kevin H. Rose | Daniel A. Frattin | John Kevlin
Tuija I. Catalano | Jay F. Drake | Lindsay M. Petrone | Sheryl Reuben[1] | Thomas Tunny
David Silverman | Melinda A. Sarjapur | Mark H. Loper | Jody Knight | Stephanie L. Haughey
Chloe V. Angelis | Louis J. Sarmiento | Jared Eigerman[2,3] | John McInerney III[2]
1. Also admitted in New York 2. Of Counsel 3. Also admitted in Massachusetts

San Francisco Office
One Bush Street, Suite 600, San Francisco, CA 94104
tel: 415-567-9000 | fax: 415-399-9480

Oakland Office
827 Broadway, Suite 205, Oakland, CA 94607
tel: 510-257-5589

www.reubenlaw.com

premises are controlled by and subject to regulation by the Park & Shop Owners' Association. Due to the unique set-up, including the fragmented ownership and the access and control over the common areas, individual property owners' and/or tenants' ability to alter building façades is limited for the most part to the exterior building walls and envelope.

Park & Shop is also an existing shopping center and not one that is proposed for demolition and reconstruction. Overall, the ability to alter existing facades, building configurations and/or storefronts is physically limited e.g. due to existing structural components and building areas. We encourage the Design Guidelines to be drafted in a way that recognizes the existing limitations and the conflicts that may be created by application of some of the sample improvements suggested by the Design Guidelines, e.g. changes to the sidewalk areas may not be possible without creating conflicts with existing pedestrian and vehicular access/areas, and individual tenants typically do not have control over the sidewalk areas that front their premises.

B. Intent and Purpose of the Design Guidelines

Pursuant to prior discussions with City staff, it is our understanding that the intent of the Design Guidelines is to encourage exterior improvements at the Park & Shop center, and to provide a tool for tenants and building owners that facilitates expedited permit processing with greater amount of predictability. Concord Shopping Center Association, Inc. and CSC Parking Maintenance Association are supportive of such on intent and an objective to provide for more business-friendly processes for exterior façade upgrades. However, if and to the extent the Design Guidelines provide for exterior improvement expectations and requirements that exceed the scope of what tenants and/or owners can realistically complete or the Design Guidelines are applied by staff as requirements for any new façade improvement project, they could effectively have the opposite effect of discouraging improvements and upgrades at the center. Therefore, the Design Guidelines should not be applied in the event of a mere change in tenancy or a straight-forward change of sign copy associated with such a tenant change. It is our understanding that the Design Guidelines would and should be applied only in such instances where the tenant and/or owner is seeking to provide actual changes or upgrades to the exterior storefront, and even in such circumstances we encourage a cooperative approach that results in some improvements.

Furthermore, if the Design Guidelines fail to take into consideration other factors, such as the anticipated initial and long-term maintenance needs and costs for particular feature(s), the Guidelines can effectively deter owners/tenants desire to complete any improvements, and in such an instances none of the objectives will be achieved. Thus, we encourage that the Guidelines be drafted and reviewed carefully so that installation and maintenance costs and related practical realities are also considered.

San Francisco Office
One Bush Street, Suite 600, San Francisco, CA 94104
tel: 415-567-9000 | fax: 415-399-9480

Oakland Office
827 Broadway, Suite 205, Oakland, CA 94607
tel: 510-257-5589

www.reubenlaw.com

Not only is Park & Shop subject to various constraints due to existing build-out and large number of individual owners, Park & Shop is also a home to a variety of different kinds of tenants and businesses that have different budgets, objectives, requirements and capabilities. In order for the Design Guidelines to be successful in encouraging exterior upgrades, the Guidelines and their application by staff needs to ensure sufficient amount of flexibility, so that tenants and/or owners have the option at their discretion to choose a more minimal improvement level, or to incorporate more significant changes, in both cases without subjecting such proposals to excessive and/or unrealistic requirements, or extensive review process that drains the tenant and/or owners' resources. The Design Guidelines describe a minimal level of improvements that would be deemed acceptable upon submittal of a façade improvement permit on page 9 of the March 9, 2016 version, and e.g. the images provided for the before and after conditions to the McDonalds space reflect what we understand to be the intent of the Guidelines in terms of allowing a tenant and/or owner to complete more minimal level of improvements, if and when such are more appropriate for the particular tenant and/or owner's needs and capabilities.

A number of the suggested edits we have addressed the intent and applicability of the proposed Design Guidelines so that they are clear and sensitive to the existing context. For example, while the staff report indicates that the intent is to apply the Design Guidelines only to smaller tenant spaces with less than 10,000 sf of floor area, the text of the Design Guidelines did not include such a distinction. The Design Guidelines will, after adoption, exist independently of any staff report or meeting minutes, and thus they need to clearly and without any ambiguity provide for the intent, applicability thresholds and processes, as well as the scope.

We respectfully request and hope that the City will continue to work with Concord Shopping Center Association, Inc., CSC Parking Maintenance Association and the tenants and owners of Park & Shop premises, so that the proposed Design Guidelines result in a helpful tool that facilitates exterior upgrades and improvements, and does not result in a set of expectations or requirements that effectively deter improvements and/or the tenants ability to operate their businesses successfully.

We look forward to providing DRB with additional comments after all of the Owners have had an opportunity to meet and discuss the Design Guidelines. Please continue the item at the conclusion of your October 13th meeting to a future date that is sufficiently spaced to allow the Owners the opportunity to submit further comments to staff for their consideration and incorporation into staff report for the next DRB meeting.

San Francisco Office
One Bush Street, Suite 600, San Francisco, CA 94104
tel: 415-567-9000 | fax: 415-399-9480

Oakland Office
827 Broadway, Suite 205, Oakland, CA 94607
tel: 510-257-5589

www.reubenlaw.com

REUBEN, JUNIUS & ROSE, LLP

Very truly yours,

REUBEN, JUNIUS & ROSE, LLP

Tuija I. Catalano

Enclosures:
Redlined Park & Shop Design Guidelines

cc: Afshan Hamid (via email)
Paul Sinz (via email)
Frank Polari (via email)
Vimal Kumar (via email)
Rob Canepa (via email)

San Francisco Office
One Bush Street, Suite 600, San Francisco, CA 94104
tel: 415-567-9000 | fax: 415-399-9480

Oakland Office
827 Broadway, Suite 205, Oakland, CA 94607
tel: 510-257-5589

www.reubenlaw.com

PARK & SHOP CENTER

DRAFT

CITY OF CONCORD

3/9/2016

NOTE: Initial revisions, comments and suggested edits by Concord Shopping Center Association, Inc. and CSC Parking Maintenance Association are included in bold, red text.

City of Concord Planning Department
1950 Parkside Drive
Concord, CA 94519
Phone: (925) 671-3152
Fax: (925) 671-3381
zoning@cityofconcord.org
www.cityofconcord.org

City of Concord Development Code
www.codepublishing.com/ca/concord

TABLE OF CONTENTS

INTRODUCTION XX

History XX

Parcel Map XX

About These Guidelines XX

Site Plan XX

USING THESE GUIDELINES XX

BUILDING IMPROVEMENTS XX

Facade Design XX

Upper Facade Design XX

Storefront Design XX

Overhangs XX

Lighting XX

Color Schemes XX

Merchandise Displays XX

Utilitarian Areas XX

MASTER SIGN PROGRAM XX

Allowable Signs XX

Tenant Signage Requirements XX

Allowable Signs & Dimensions Chart XX

MASTER SIGN PROGRAM CONTINUED

Tenant Signage Requirements XX

Prohibited Signs XX

Awning Signs XX

Wall Signs XX

Edge Signs XX

Suspended Signs XX

Blade Signs XX

Banner Signs XX

Transom Signs XX

Window Signs & Graphics XX

Freestanding Signs & Menu Boards XX

Temporary Signs XX

OWNER & TENANT SITE IMPROVEMENTS XX

Outdoor Dining XX

Interior Pathways XX

Gathering Areas and Parklets XX

SUBMITTAL PROCESS XX

DEFINITIONS XX

The Park & Shop Center was built in 1956 and is one of the oldest regional shopping centers in Contra Costa County. The Center consists of 26 individual building parcels that have different property owners. The number of individual tenants located in a building varies from one to a dozen tenant spaces. There is a Park & Shop Center Owners Association with a Board of Directors made up of property owners. Park & Shop is not a typical "shopping center," it is a hybrid, composed of many buildings. Some property owners at Park & Shop own more than one building. Those buildings may be adjacent to one another or at different locations at the center. The buildings vary in size from small buildings with 20 linear feet of primary frontage and single tenants to larger buildings with as much as 240 linear feet of frontage and multiple tenants. The center has several large anchor tenants. Park & Shop also has free-standing pad buildings with major and anchor tenants. The Center has approximately 2000 linear feet of frontage along Willow Pass Road and has approximately 1,600 linear feet of frontage along Market and Salvio streets.

The Park & Shop Design Guidelines adopted in 1990 foster a uniform design appearance for facades, storefronts and signage. They were geared toward larger tenants and have since become outdated. Individual buildings have become so similar that shoppers have difficulty identifying their location within the Center. The repetition of building design, color and signage does not enhance the shopping experience anymore.

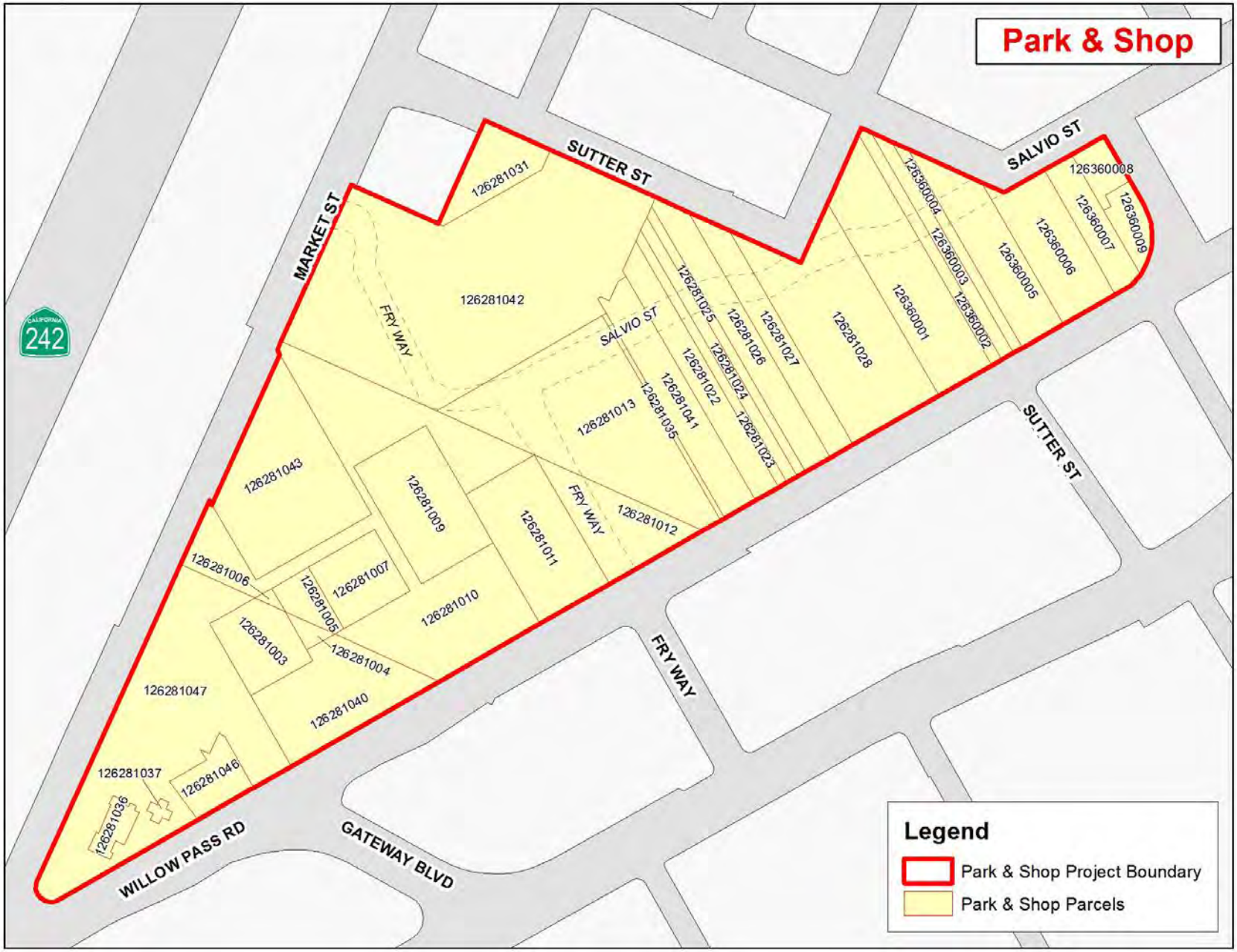
Improving the Park & Shop Center

Over the past few years, several Park & Shop owners have improved their buildings. The result is that some ~~about half~~ of the facades and signs have been given a face ~~lift. Current and future tenants require smaller spa~~ces. Food tenants and restaurants have become more popular.

Updated Design Guidelines ~~will~~ **are intended to** help Park & Shop stay vital in today's economy.

These Park & Shop Design Guidelines are provided by the City of Concord to give direction to Property Owners **and tenants** when they **choose to** enhance properties in the Park & Shop Center. The goal is to create a more inviting area for customers to frequent and owners to invest **while recognizing commercial limitations and constraints, and the varying range of needs and capabilities by different businesses , buiding owners and varying lease terms**. A process for building, facade, storefront and signage improvements has been established and is included in this document **with the intent of providing an expedited review and approval process for those projects that are consistent with the Design Guidelines**.

PARCEL MAP


Park & Shop
SUTTER ST
SALVIO ST
MARKET ST
FRY WAY
WILLOW PASS RD
GATEWAY BLVD
242
126281031
126281042
126281043
126281006
126281007
126281005
126281009
126281010
126281003
126281004
126281047
126281040
126281037
126281046
126281036
126281011
126281012
126281013
126281041
126281035
126281022
126281024
126281023
126281025
126281026
126281027
126281028
126360001
126360002
126360003
126360004
126360005
126360006
126360007
126360008
126360009
Legend
Park & Shop Project Boundary
Park & Shop Parcels

ABOUT THESE GUIDELINES

These Guidelines ~~represent~~ **provide three (3) different levels of improvements, including** a minimum level of standard for improvements. **When** building owners and tenants **choose to undertake facade improvements, they** are urged, **but not required,** to go beyond the minimum described in this document. **These Guidelines** ~~they~~ provide a variety of design examples and use of materials. Building owners and tenants should **are encouraged to** construct storefronts and signage that enhance the store's individual identity **to the extent commercially reasonable or desirable.**
This approach, over time, ~~will~~ **is intended to** make the Center appear more like a downtown rather than a commerical strip shopping center. ~~High quality~~ **B**uilding facade, storefront and signage improvements ~~will~~ **is anticipated to** allow Park & Shop to remain competitive with other regional shopping districts in the area.

Not Included In These Guidelines

These Design Guidelines apply only to certain facade improvement projects, and a mere change in tenancy or change of sign copy is not intended to trigger application of the Design Guidelines beyond compliance with the Master Signage Program with respect to any new or changed signage.

Parking lots, and **all other common areas,** individual pad buildings **and stores/tenant spaces with more than 10,000 sf of floor area** are not covered by these guidelines **and the Guidelines are not intended to be applied to the aforementioned areas and/or premises**. Walkways, parking lot lighting, monument signage, common area furnishings such as benches, planters, trash receptacles and art are the responsibility of the Park & Shop Owners Association and **thus are not within individual property owners' or tenants' control or within the scope of these Guidelines**. ~~All of these areas are in need of updating and will be undertaken by the Association and presented to the City for review, at a later phase.~~

Perimeter (public) sidewalks and landscaping beyond the Park & Shop property line are the responsibility of the City.

CSC Parking Maintenance Association, Inc.

Walkways, parking lot lighting, monument signage, common area furnishings such as benches, planters, trash enclosures and art, are teh responsibility of the Park & Shop Owners Association, Inc. and CSC Parking Maintenance Association, Inc., and are not covered by these Design Guidelines.

SITE PLAN

NOTE: All individual premises with > 10,000 sf of floor area should be shown here in blue color as "not covered by Guidelines" since the Guidelines do not apply to such larger tenant spaces.

Covered by Guidelines

Not covered by Guidelines

Parking Areas and all other common areas beyond exterior buildings walls not included in these Guidelines

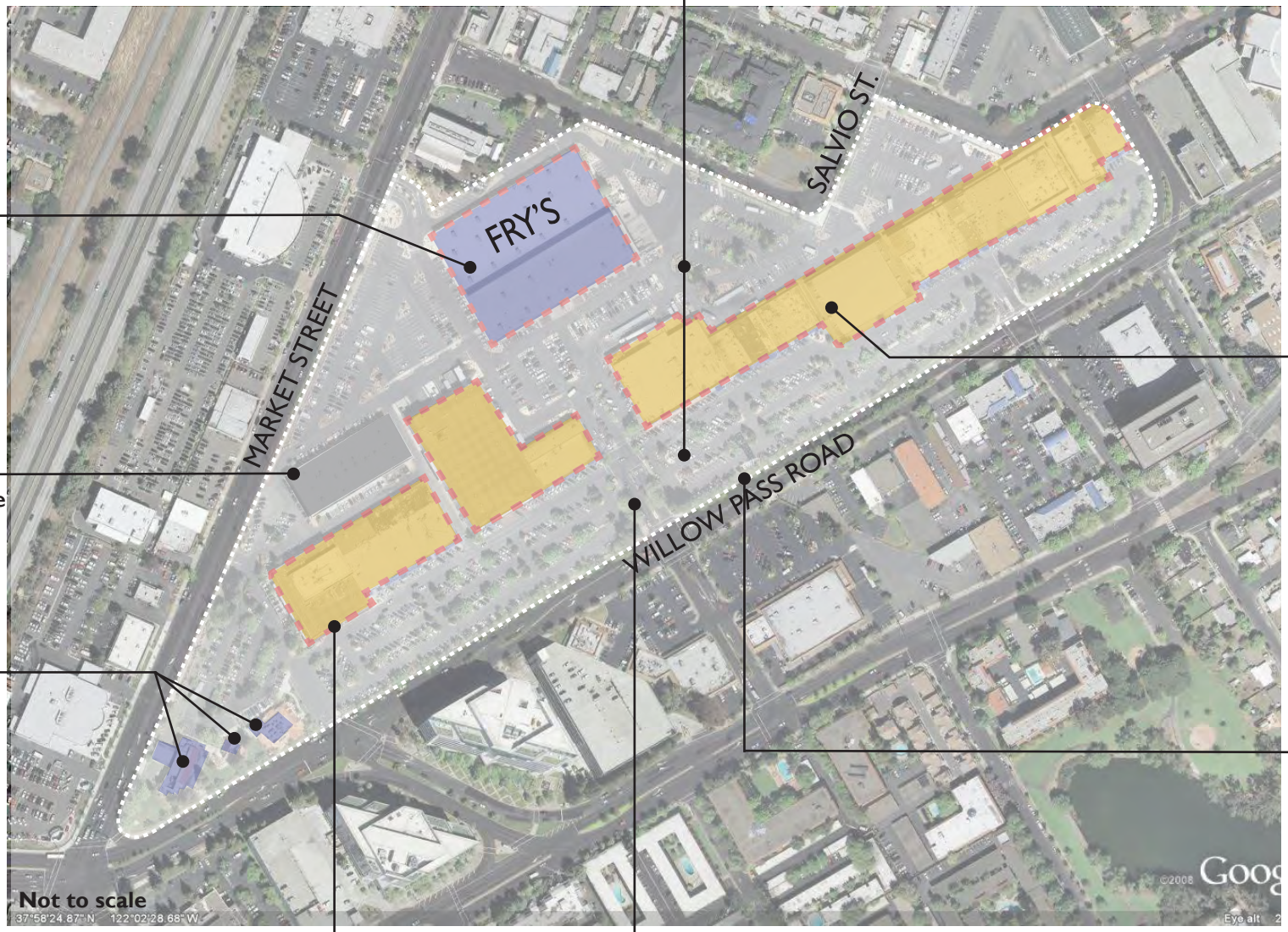
Individual Pad Building

Buildings covered by Guidelines

Building not included in these Guidelines.

Individual Pad Buildings

Perimeter sidewalks not covered by these Guidelines



N

Facade Covered by Guidelines

Monument Signage not covered by these Guidelines

QUESTION: What is the logic or reason in differentiating between facade vs. building in terms of applicability of the Guidelines?

USING THESE GUIDELINES

Owners or tenants are encouraged to make improvements to the facade and signage at any time. **Implementation of these Design Guidelines is required only in connectin with facade improvements for buildings and premises that are covered by these Design Guidelines per pages 6-7 above**. If a new tenant signs a lease for a space, ~~or an existing tenant extends its lease, then it is strongly~~ such tenant is encouraged to implement these Design Guidelines, **however, a mere change in tenancy does not trigger applicability of these Guidelines**. The Guidelines illustrate minimal, moderate and major remodel **levels, with the selected level subject to tenant and/or owner's sole discretion.** While the City would like major improvements, it may not be feasible or necessary for the owner or tenant, **and the City will not require any tenant or owner to pursue improvements**. Instead, an owner may consider a minimal approach, or with phasing of the facade improvements to achieve a major remodel over a span of several years.

If the overall concept meets the intent of the Design Guidelines and Master Sign Program then a streamlined approach at the staff level may be pursued. For major modifications, staff may refer the project to the Design Review Board. The guidelines are a tool for owners and tenants as a means to encourage tenant improvements at Park & Shop **and thus it is not the intent of the City to require a greater scope of improvements beyond tenant/owner needs or capabilities.** A facade and signage upgrade, **but not including a change of sign copy,** would trigger these Design Guidelines. On-going property maintenance would not require design review, however, a comprehensive approach to all improvements is encouraged. The owners and tenants benefit from the Design Guidelines through:

1. streamlined review between one to three weeks
2. reduced fees for an administrative application and applicable permit fees only
3. guidance on concept level design for facade and signage

Owners or tenants should meet with the City of Concord Planning Division for a preliminary meeting to discuss modifications and improvements. It is advisable to bring an architect to the meeting so design concepts and technical issues can be addressed. For details on submittal requirements with number and size of sets, refer to the City of Concord applications and checklists under the Permit Center on the City's website at www.cityofcorncord.org.

Note: the red scones have already been replaced with contemporary LED fixtures.

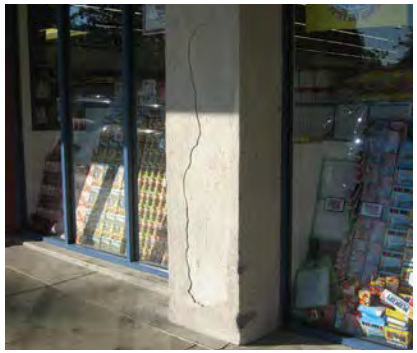
IMPROVEMENTS SUMMARY

Level I Option - Minimal

A **facade improvement** project **that is subject to these Guidelines**, at a minimum, should include removal of unused equipment, outdated light fixtures, awnings and repair work. Minimal improvements include removal of blue awnings with repair to each end, repair **of** exposed metal canopy, replacement of ~~red sconces and~~ fluorescent strip lights with appropriate decorative lighting. Sidewalks may have to be repaired and brought up to code and current ADA standards, **provided they are within the tenant and/or owner's control**. ~~Existing signage should be removed and replaced with signage that adheres to these Guidelines~~. Unused and unsightly conduit, utilities and equipment should be removed or concealed. All **exterior** surfaces should be repaired, patched and painted, as necessary, and could be introduced with a new color scheme. Repair and clean existing storefronts and paint if finish has deteriorated.

REplace ~~Remove~~ utilitarian light fixtures

Remove unused equipment and existing awning



Wall surfaces shall be repaired

Remove exposed conduit & pipes

Example of "Before**" remodel condition**

Example of acceptable Level I Minimal "After**" remodel condition**

Level II Option - Moderate

Moderate improvements may include everything listed in the minimal category **option**, plus, installation of new storefronts (see page__), **and application of facade design (see page __) and/or** an upper facade treatment (see page__).

Example of "Before" remodel condition

Example of "After" remodel condition

Level III Option - Major

Major improvements may include everything listed above in the moderate category **option** plus varying roof lines and corner accent elements (see pages__), removing the metal canopy and replacing with a new decorative overhang (see pages__), and modifying sidewalks (see page__).

Example of "Before" remodel condition

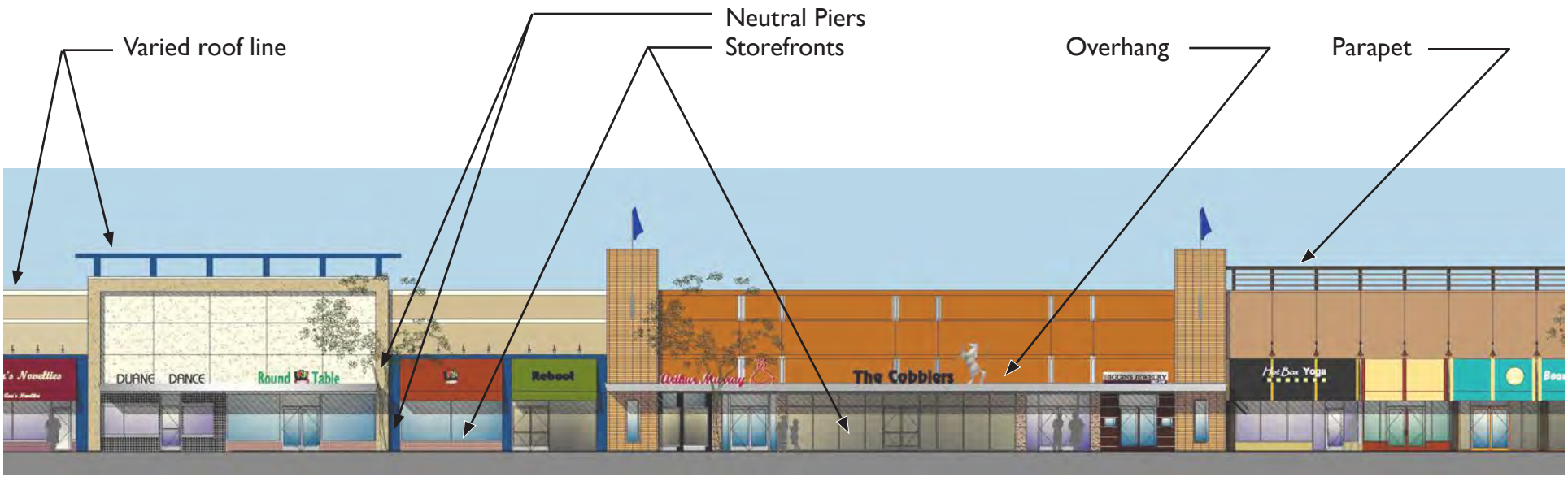
Example of "After" remodel condition

FACADE DESIGN **(for Level II (Moderate) and III (Major) remodels)**

The facade is any face of a building. Some buildings have more than one facade. All facades deserve attention. Facades consist of roof lines, parapets, columns, arcades, pilasters, overhangs of various types. Individual tenant storefronts occur within the facade. A storefront consists of the store entry and glass windows with trim and other decorative features. A building and its facade may contain one tenant with several storefront sections, or multiple tenants with individual storefronts. Individual tenant storefronts are separated from each other by neutral piers. The existing architecture can be used as a framework for the improvements **recognizing that it may not be feasible for smaller tenant spaces to incorporate changes, e.g. to the exisiting roof lines and massing**. Buildings at Park & Shop should be complementary to each other, but still have individual personalities.

Roof Lines and Massing

Variation in roof lines and building massing creates interest and diversity. Second floors could be added, in some cases. Tile panels, spandrel glass or transom windows can add a vertical look.



Facade elements of different buildings complement each other

Pilaster
Pilasters are columns between storefronts that create a vertical rhythm and allow different tenant storefronts to be distinguished from each other.

Corner Features
Corner buildings could have special features that enhance the corner and encourage shoppers to move around the corner and throughout the center. Such features could be customized canopies, awnings or towers.

Variation in roof lines

Arcades
Arcades can create a quality shopping experience for the pedestrian while providing shade and weather protection. Arcades also provide gathering places, areas for outdoor merchandise display and outdoor dining. They must be well lit at night. The columns of an arcade must not block the views of the storefronts.

Special corner feature (tower)

Materials
A variety of high quality materials may be used to liven up exterior facades. Wood, metal, stucco and tile are a few examples.

Interesting color palettes that are complementary to one's neighbors should also be used. See page ___ for an explanation of color palettes.

Signage
Signage is an important part of facade design that adds character to both the building facade and the individual tenant space. Letter sizes should be appropriate to the architecture and the size of the tenant frontage. Many types of signs are possible and should be explored. Generic looking signs will not be permitted. Detailed guidelines regarding signage can be found on pages ____.

Arcade with exemplary signage

When deciding which improvements are to be implemented, owners or tenants may choose any combination, **scope or number** of the options below, as long as the improvements result in a cohesive design.

Facade with varied and complementary color palette

Upper Facade

The upper facade is the portion of the building above the storefront, overhang or arcade. In a case where there is no overhang or arcade, the upper facade is the portion of the building above the storefront. The upper facade can convey the personality of the building and provide a strong identity.

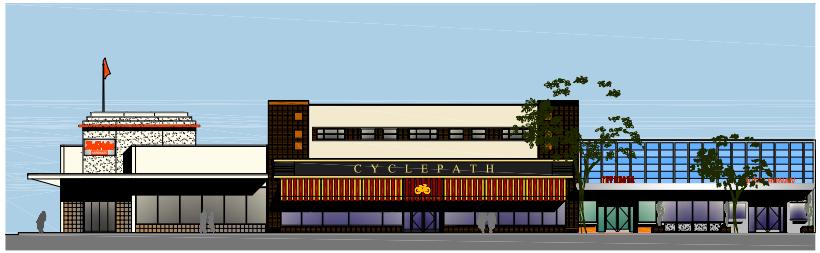
The upper facade can be very simple or be quite intricate. On a single story building, transom windows can let more light into a tenant space. Spandrel (opaque) glass can be used to create the illusion of a taller storefront. On a two story building, second story windows add detail or bring in more light. Parapet trim can add character and interest. Upper facades may contain decorative panels, trellises, murals, or be very simple. When designing the upper facade, the type of signage and the legibility of the signage should be taken into account.

Materials

Upper facades may consist of stucco, tile, wood, metal, glass or many other materials. Paint can be used in variety of decorative ways.

Good Upper Facade Examples

Varied components add character to an upper facade

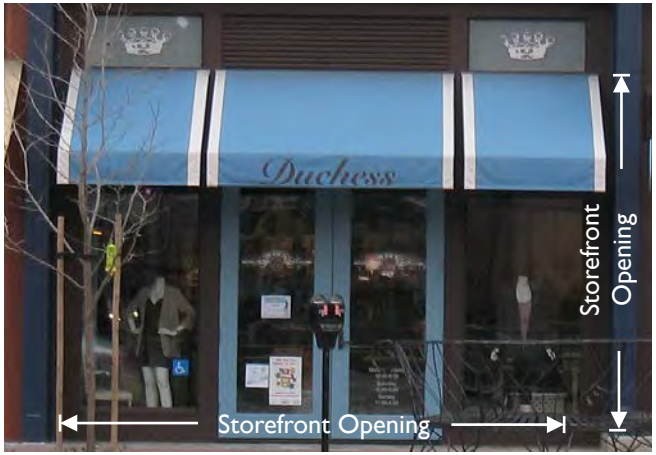


Changes in massing create an interesting silhouette

Articulated parapet trim and decorative painted walls add individuality and identity to a building.

STOREFRONT DESIGN **(for Level II (Moderate) and III (Major) remodels)**

Tenants are urged to custom design their storefront, including details that will make their storefront unique. Tenants should utilize the entire area within their Storefront Opening (see Definitions on page __) to personalize their storefront. The photos on the following pages show examples of successful storefronts.



Entrances & Doors

A good storefront design makes an entrance as noticeable as possible and encourages hesitant shoppers to come into the store and browse.

Double doors, folding doors and sliding doors are good options. Doors are preferably kept open at all times during business hours, weather permitting. Special attention should be given to the door's appearance with decorative hardware. Dutch doors may be appropriate for children's stores or other places where an entirely open entryway is not desired.

Fully operable storefronts allow a seamless connection between inside and outside during good weather, and can be closed to protect from bad weather.

If a **new** door **opening** projects past the building facade by more than 12" when open, additional measures may be required, such as locating planters or other obstructions next to the doorway to prevent pedestrians from being struck by an opening door **provided that they do not conflict with existing sidewalk conditions, including ADA compliance thereon, or impose excessive maintenance requirements**. A **new** projection greater than 12" will only be allowed where the sidewalk width is adequate, and where there will be no interference with the entry or visibility of neighboring stores.

Tall, elegant doors

Recessed Entries / Recessed Storefronts/Bay Windows

Recessed Entries offer protection from weather and act as a funnel, drawing shoppers from a distance into the store. Main entries for stores should be recessed a minimum of 2'-0", where there is an out swinging door opening into a public pathway. A deeper recess may be desirable to create an area for outdoor displays or protected seating areas.

Storefronts should be recessed back from the face of the building columns by 6"-12", depending on location. This allows for a feeling of depth to the building facade, but keeps the storefront close enough to the face of the building so it may be easily seen.

When recessing an entry or storefront, thought should be given to the flooring & ceiling materials for the recessed area. The material chosen may be an extension of the store's personality, and reflect designs of both the store's interior and exterior.

Bay windows project out and break up a long, linear storefront. Bay windows bring the merchandise closer to the passerby. Care should be taken so that bay windows do not block neighboring tenants.

A recessed entry with double doors

Colorful and tasteful merchandise display at storefront

Bay window "pop out" storefront

Bay window with merchandise display

Creative use of glass at transom windows

Windows

Windows are a main element in most successful storefronts. Ideally, all windows should ~~be made of clear glass~~ **provide transparency**, to allow views from the street to the interior of the store. This is true for retail, restaurant, and service tenants. **However, clear glass may not be possible due to energy efficiency requirements, in which case tinted glass or another option may be more appropriate.**

Wainscot Panels

Wainscot panels, when necessary to conceal "clutter" at the lower levels of the storefront, should be opaque. These panels should be kept as low as possible so that a good view into the store is not blocked. Wainscot panels should be no more than 2'-0" high, and should be given a decorative treatment. Special care should be given to the durability of the material where the wainscot meets the ground level, because this area is subject to weathering and impact. Tile, wood, metal, stone or other decorative materials are all good choices for wainscot panels.

Lighting

Storefronts should be inviting at all times. Tenants should provide ample light on their storefronts, the facade, and signage. Keeping lights on at night allows for window shopping even when the store is closed, perhaps drawing a tenant to return at a different time. Lighting can be provided by using decorative fixtures, concealed spotlight fixtures, or other unobtrusive light sources.

Adequate lighting should be used, even during the day, to counter the effect of bright sunlight. Light sources should be shielded to prevent glare from interfering with motorists and pedestrians. All wiring, conduit, and junction boxes should be carefully concealed or camouflaged.

Wainscot panels conceal interior clutter and are decorative on the exterior

Storefront lighting draws customers into the store

Interior lighting should remain on, even when store is closed

STOREFRONT DESIGN **(for Level II (Moderate) and III (Major) remodels)**

Materials

One of the most important elements in fashioning the store's image is the choice of materials used to create the storefront. ~~Generic looking clear anodized aluminum storefronts are discouraged, but may be allowable in certain instances if they are used in a unique or creative way.~~ **Storefront design can be done in an aesthetically pleasing way with generic storefront systems or more expensive systems, and it is the responsibility of the owner/tenant and its designer to provide the best solution, balancing aesthetics, function and cost.**

Possible materials are:

- Wood, stain or paint
- Metal
- Stone
- Tile
- Glass

Where storefronts of different materials meet, a transition should be provided. This may be accomplished with pilasters (neutral piers), potted plants, or other object that provides a visual break.

All-glass storefronts (frameless) offer a good view of the activity inside of a store. When using these storefronts, extra care must be taken with the display area immediately behind the storefront.

Glass can come in many types and colors. Transparent glass is extremely important for displaying store merchandise. Other glass, such as opaque, frosted or translucent, can be used to frame merchandise on display or create interesting images. Glass bricks or blocks can also be used. The importance of using glass creatively cannot be overstated.

Reflective glass or reflective coatings are prohibited.

Creative use of metal in a storefront

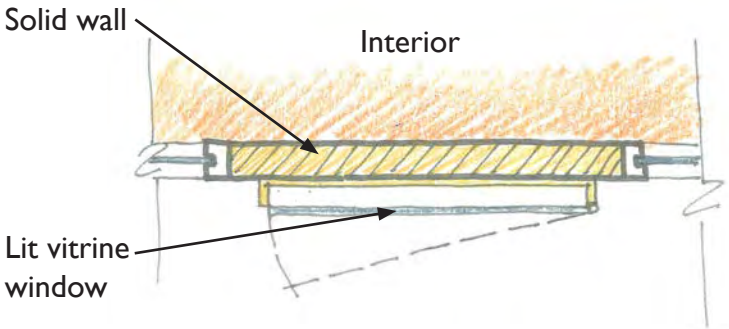
Frameless glass storefronts provide a modern look

Materials (Continued)

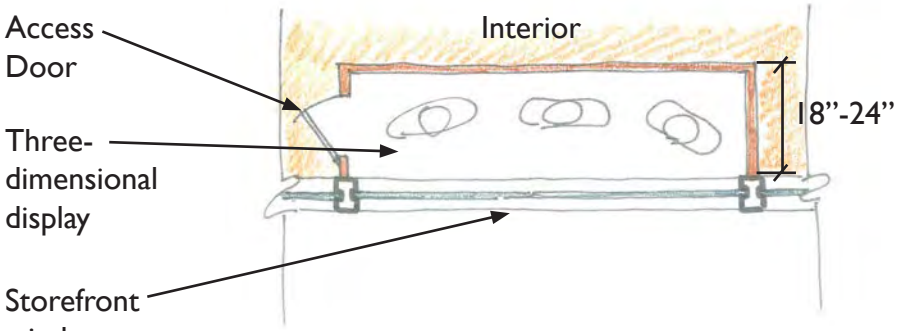
Only quality materials should be used. All materials must be durable, impact-resistant and non-corrosive. There is no restriction on decorative materials provided they do not present a public hazard. The use of any material that has sharp or pointed edges will not be allowed.

Vitrine and Display Windows

Blacking out storefronts at most areas is not allowed. See page ___. Where it is not possible to keep a storefront window open to the interior, other means, such as vitrine windows or shallow display areas can be used.



Vitrine Window with Exterior Access



Display Windows

Storefront Examples

Tiled recessed entry with painted wainscot

Wood panels increase perceived storefront height

Painted storefront with integrated lighting, pin mounted letters

Playful string lights and dramatic tile contrast with the simple wood storefront

OVERHANG DESIGN **(for Level III (Major) remodels)**

A variety of overhangs are possible at Park & Shop. Overhangs protect the tenant from excessive heat gain or sun damage without blocking the visibility of the storefront. They shelter pedestrians from the elements**, and are typically required by the applicable CalGreen Code**.

Canopies

Canopies are horizontal overhangs suspended or cantilevered from the facade above a storefront. Though they are primarily horizontal, the top surface of the canopy should be sloped slightly to allow for drainage.

In addition to allowing for weather and sun protection, canopies are an ideal location for edge signs. They may be supported from above or below and may also be constructed below a transom window as a 'light shelf' to help reflect natural light deeper into a store than would be accomplished by a transom window alone.

Materials

Metal, wood, perforated screens, glass, or high quality plastics are acceptable materials for canopies. Where wood is used, new material resistant to checking, warping and rotting is allowed. Painted finishes should be durable and resistant to cracking, peeling, and fading. Fabric canopies, which are subject to puddling water on their top surface, are not recommended unless a perforated fabric is use.

Dimensional Requirements

No part of a canopy may be less than 8'-0" height above the sidewalk.

Canopies can be built of a variety of materials including wood

Canopies can be located below a transom window

Canopies are an ideal location for edge signs

Canopy Examples

Metal and glass canopies add a contemporary appearance

Canopies add attractive weather and sun protection

Horizontal wooden slats create interesting shadows

A combination of materials may be used

OVERHANG DESIGN **(for Level III (Major) remodels)**

Awnings

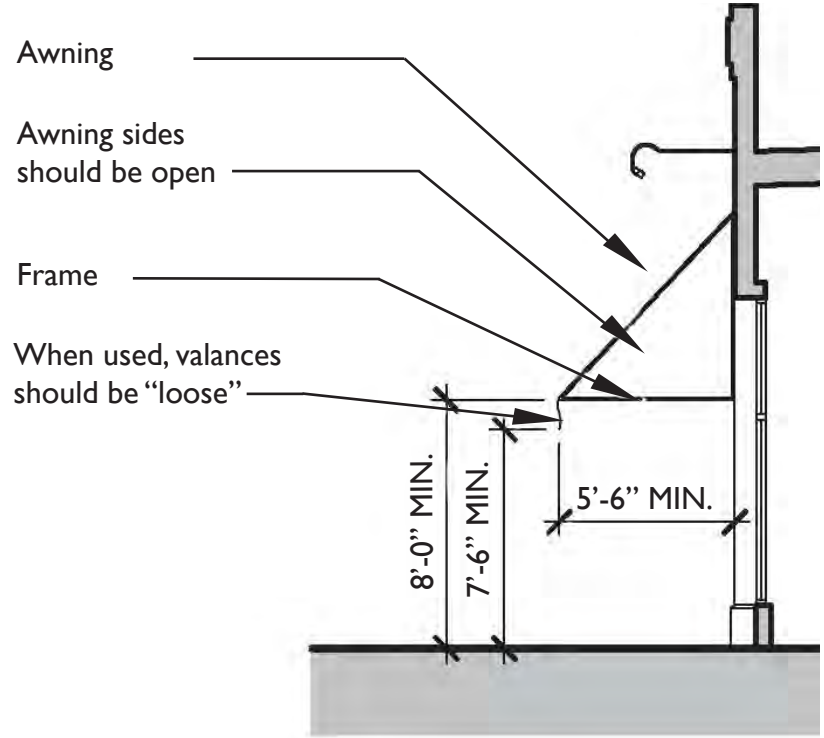
Awnings allow tenants to express their personality and help to differentiate tenants from each other. Awnings are integral to the facade and storefront design.

In addition to providing opportunities for awning face and valance signage (see page___), awnings also provide colorful landmarks for shoppers, often before the signage can be read.

Awnings can be fixed or retractable and may be supported from above or below. Most awnings consist of the cover and the frame. The cover is the material that makes up the surface of the awning. The frame is the support that gives the awning its shape. It may also have a valance, the vertical face at the end of the frame. Valances should be "loose" without a framing member behind the fabric. Rigid valances are not allowed. Loose valances should have a weight sewn into the bottom to minimize flapping and reduce excessive wear. Decorative details on the valances such as scallops or piping may be used.

Materials

Metal frames can be finished in a variety of colors and textures. Where wood is used only high-quality, new material, resistant to warping and rotting is allowed. Painted finishes should be durable and resistant to cracking, peeling and fading.



Typical Awning Diagram

Awnings with bold graphics provide landmarks

OVERHANG DESIGN **(for Level III (Major) remodels)**

Awning covers may be fabric, glass, wood, metal or high-quality plastic. Low quality or vinyl-looking awning 'fabric' is prohibited. Glass must be impact resistant. If fabric coverings are used, they must be durable and fade-resistant. Fabrics come in a variety of colors and stripes. Patterns may be used.

Dimensional Requirements

No parts of the awning cover or frame may be less than 8'-0" above the sidewalk. Valances may drop to 7'-6" above the sidewalk. Awnings may not cover more than one storefront opening at a time.

Graphics

The use of graphics on tenant awnings is encouraged. Please refer to the Awning signage (page___) section for guidelines and requirements regarding awning signage. Text, images, graphics are not allowed on the sides of awnings.

Fabrics are available in a variety of attractive colors

Individual gooseneck lights enhances awning and draws attention

Awning Examples

Multiple awnings break up the facade

Good contrast and eye-catching graphics

"All over" pattern

EXTERIOR LIGHTING

Exterior lighting on a building facade, arcade or interior street or pathway must provide adequate light levels for safety. Exterior lighting can be both dramatic and effective. Proper lighting encourages customer activity during evening hours.

- New fixtures must be attractive and high quality.
- Wall packs and strip fluorescent fixtures are not allowed.
- All light fixtures and installation of light fixtures shall comply with U.L. requirements. U.L. labels shall not be visible to the public.
- Time clocks or photocells shall be provided. L~~ights shall remain on until 11:00 PM~~.

Wall sconce complements architectural details

Decorative lighting enhances canopy

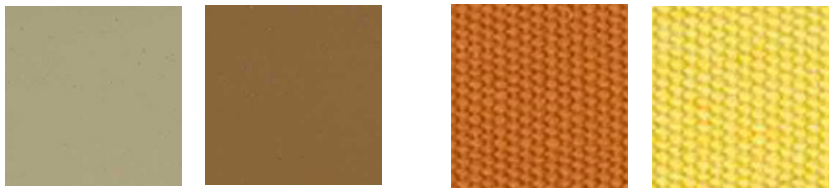
Creative lighting attracts customers

A good color scheme can add vitality to an otherwise simple architectural design. The uniformity of the blue and white color scheme at Park and Shop creates a monotonous atmosphere and makes it difficult for customers to establish their location within the center. A varied color scheme helps to establish landmarks throughout the Center.

Color schemes shall be tasteful. Care shall be taken to establish color schemes that are contemporary, yet will not quickly become outdated.

The color schemes on this page are examples. Building owners and tenants should not feel obligated to use these colors **and do not need to change existing color scheme**, but should select colors that reflect their own personality.

Example Color Scheme 1:



Beige Cocoa Orange Yellow

Building Colors Accent Colors

Example Color Scheme 2:

Prairie Sand Navy Olive

Building Colors Accent Colors

Example Color Scheme 3:

Forest Cream Adobe Chocolate

Building Colors Accent Colors

MERCHANDISE DISPLAYS **(Optional)**

Merchandise display makes a significant contribution to the overall feel of a design. Successful displays are visible to pedestrians from the sidewalk, incorporate an overall color scheme and iconic branding images to create a cohesive look.

Bright color scheme and artful arrangement of items

Interior is visible from the sidewalk

Playful use of branding as decor

Visibility draws customers

UTILITARIAN AREAS **(to the extent within tenant or owner's property and control)**

At Park & Shop, utilitarian areas face a major parking lot and street, are visible and should be treated as such. Loading docks, trash enclosures and mechanical areas are an often overlooked portion of a tenant's image. They tend to become unsightly and fall into disrepair. Such utilitarian locations have an ability to either foster or detract from a business' overall image in the same way that the storefront does.

- All utilitarian areas must be kept clean and in good repair at all times, including trash receptacles, equipment areas, gates, fences, walls, screens, plants and planters.
- **New** trash receptacles must be concealed from public view with decorative wood or metal trellises or screens.
- It is the responsibility of the tenant to check with utility and waste management companies regarding rules and regulations that pertain to equipment and trash receptacle access.
- All **new** roof top mechanical equipment must be screened from public view by a decorative wall or fence of proper scale and proportion, integrated with the architecture.
- Areas shall be well lit for security.
- Unused pallets, boxes, and other debris may not be **permanently** piled within public view.
- Gates, fences, and walls must be properly repaired and in good working condition.
- Plants and vines in above or in ground planters can be used as screens **to the extent they do not conflict with accessiblity or security,** and must be properly cared for and maintained.

A decorative fence could hide unsightly pallets and goods

Pallets and other debris shall be concealed

Broken walls shall be repaired

Loading Dock & Trash Screen Examples

Gates can be decorative

Clean, landscaped loading dock

Screening with attractive fences or landscaping.

Decorative fence

Mechanical Equipment Screen Examples

Horizontal louvers can hide mechanical equipment on a roof

Roof screens hide unsightly mechanical equipment

Mechanical panels can create a simple sturdy equipment screening.

Unique, well crafted signs convey an impression of originality and quality, whereas standard channel lit lettering or self illuminated box signs can have the opposite effect. A sign is more than just the store's name. The graphics of the store's logo, material choice, placement on the building, lighting, and size all convey a store's identity to the public. Creative signage can make a store more attractive to the customer.

Allowable New Signs:

- Awning Signs
- Wall Signs
- Edge Signs
- Blade Signs
- Transom Signs
- Wall Mounted Blade Signs
- Window Signs and Graphics
- Freestanding Signs, A-frames and Menu Boards
- Temporary Signage

Signs are not permitted in the public sidewalk area. Freestanding and A-frame signs are only allowed for sidewalk cafes, if located within the patio area, see CDC 18.180.120 Temporary Signs.

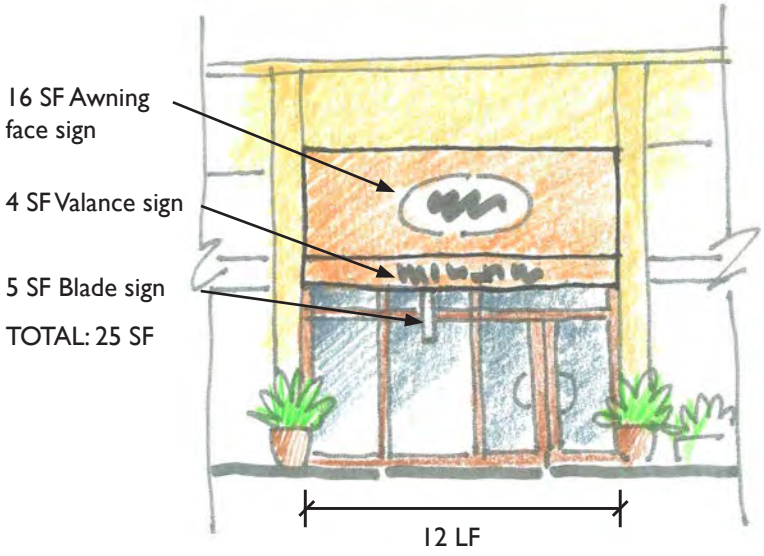
Colorful and unique edge sign

Colorful and complementary suspended blade sign

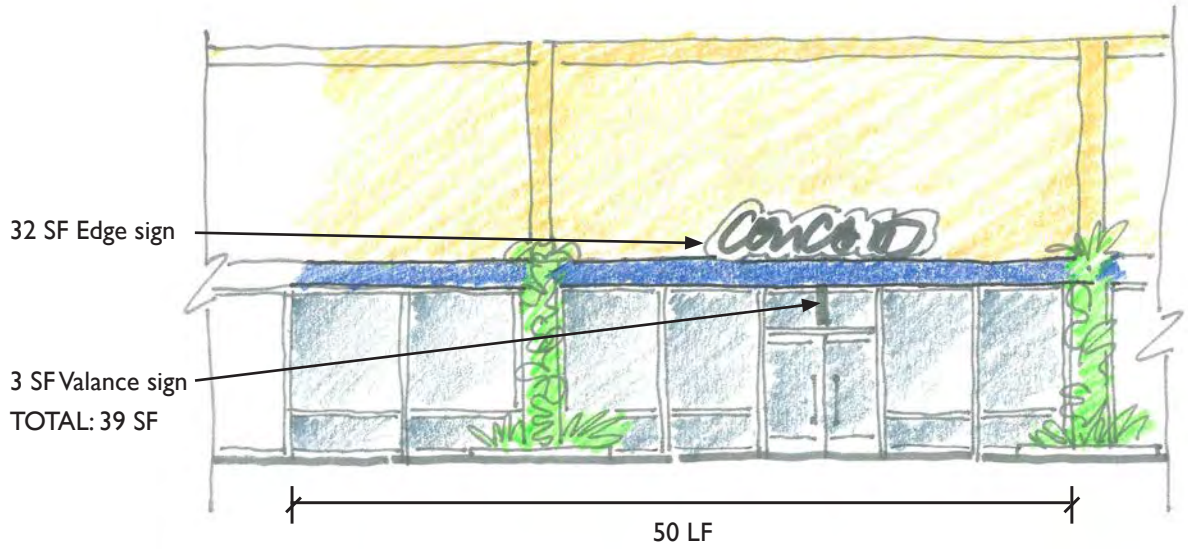
Dimensional Requirements

Tenants are permitted to have one square foot of signage per linear foot of store ~~front opening~~ **frontage width**. (25 sf minimum and 100 sf maximum). See Definitions on page ___. Total sign area is the collective area of all signs added together. Window graphics are not included. Large anchor tenants (over ~~20,000~~ **10,000** SF) will be considered on a case by case basis.

Note: Limitation tied to linear footage for store frontage width is more common and recommended, instead of storefront opening.



Example of Sign Arrangement for Small Tenant



Example of Sign Arrangement for Medium Tenant

ALLOWABLE SIGNS & DIMENSIONS CHART

Note: Sizing recommendations have not yet been reviewed and thus no comments are included below with the exception of excluding larger tenant spaces consistent with the intent that they be reviewed on a case by case basis.

SIGN TYPES		Maximum Letter Height- Bold Font	Maximum Letter Height- Light Font	Maximum Sign Length	Maximum Sign Area	Maximum Sign Projection*	Minimum Clearance***	Included in Signage Calculation
Awning Signs - Face		18 IN.	18 IN.	-	25% of Face	-	-	Yes
Awning Signs - Valance		8 IN.	10 IN.	-	30% of Valance	-	7'-6"	Yes
Wall Signs - South Façade								
Tenant up to 9,900SF		10 IN.	12 IN.	-	-	-	-	Yes
~~Tenants 9,900SF -19,999SF~~		~~14 IN.~~	~~16 IN.~~	~~-~~	~~-~~	~~-~~	~~-~~	~~Yes~~
~~Tenants over 20,000SF ***~~								~~Yes~~
Wall Signs - North Façade								
Tenant up to 9,900SF		18 IN.****	20 IN.****	-	-	-	-	Yes
~~Tenants 9,900SF -19,999SF~~		~~24 IN. ****~~	~~27 IN. ****~~	~~-~~	~~-~~	~~-~~	~~-~~	~~Yes~~
~~Tenants over 20,000SF ***~~		~~***~~	~~***~~	~~-~~	~~-~~	~~-~~	~~-~~	~~Yes~~
Edge Signs - South Façade								
Tenant up to 9,900SF		10 IN.****	12 IN.****	-	-	-	8'-0"	Yes
~~Tenants 9,900SF -19,999SF~~		~~14 IN. ****~~	~~16 IN. ****~~	~~-~~	~~-~~	~~-~~	~~8'-0"~~	~~Yes~~
~~Tenants over 20,000SF~~		~~***~~	~~***~~			~~-~~	~~8'-0"~~	~~Yes~~
Edge Signs - North Façade								
Tenant up to 9,900SF		18 IN.****	20 IN.****	-	-	-	8'-0"	Yes
~~Tenants 9,900SF -19,999SF~~		~~24 IN. ****~~	~~27 IN. ****~~	~~-~~	~~-~~	~~-~~	~~8'-0"~~	~~Yes~~
~~Tenants over 20,000SF ***~~		~~***~~	~~***~~	~~-~~	~~-~~	~~-~~	~~8'-0"~~	~~Yes~~
Suspended Signs**		-	-	-	8 SF	5 FT	7'-6"	Yes
Wall Mounted Blade Sign**		-	-	-	8 SF	5 FT	7'-6"	Yes
Banner Sign**		*	*	*	*	5 FT	7'-6"	Yes
Transom Sign		14"	18"	-	30 SF	-	-	Yes
Window Signs		6"	9"	-	see page 56	-	-	No

1. Refer to the detailed requirements for each Sign Type, on the following pages.
2. Refer to page <> for instructions on the Total Sign Area Calculation per Tenant.

* Determined on a case by case basis

**Only one side of sign is counted toward allowable SF

*** Will be determined on a case by case basis

***** If a sign is less than 8' long, the letter size may increase by 25%.

TENANT SIGNAGE REQUIREMENTS **(for new signage)**

Many signs require technical details to address electrical and installation needs, as well as compliance with design guidelines. When developing these sign details, the following apply:

Electrical Requirements

- Fabrication and installation shall comply with all Underwriters Laboratories (U.L.) requirements and all applicable State and labor codes. All components shall bear the U.L. label indicating approval and be manufactured by a U.L. certified shop. All glass housings, tube supports, glass tubing, high voltage cable and other components shall be constructed of the highest quality, per industry standards, and listed with Underwriters Laboratories.
- All wiring, raceways, conductors, transformers, ballast and other equipment must be concealed from public view. All conduit must be rigid metal. However, if any of the electrical equipment listed above must be exposed, locate conduit and connections at the inside corners or changes in the surface plane. Use the tightest radius for conduit bends. Prime and paint all exposed equipment to match the adjacent surface or surface mounted on, unless otherwise noted. Indirect routing may be required to satisfy design considerations.
- All labels should be concealed from view unless required by code. The background of visible code required labels must be transparent or match the color of the surface to which they are applied.
- Tenant shall provide time clocks and photo cells for use in conjunction with the electrical device.

Installation Requirements

- The illumination of all sign components shall be uniform in intensity over all of the illuminated surfaces. No noticeable hot spots or shadows will be allowed, with the exception of neon, no exposed lamps or tubing will be permitted.
- The illumination and electrical specifications must appear in the shop drawings submitted for signage approval.
- Lamp selection and aiming should be carefully considered to reduce glare for pedestrians and provide appropriate accent lighting. Illumination shall not exceed that which is approved during the submission process.
- Mounting pins and brackets should be as thin as possible and painted to match the building or sign, where acceptable. Fasteners and attachment connections to the building shall be concealed from view.
- Suspended signs should have ring or loop connections when possible to allow for sign movement. Chains or cables may be necessary to limit movement. Rigid sign brackets are permitted.
- All penetrations of any building structure required for sign installations shall be neatly sealed and continuously maintained in watertight condition. All bolts, fastenings, clips, conduits, etc, shall be corrosion resistant. All methods of attachment to any structure must be detailed on shop drawings and approved by the Landlord and the City.

Compliance Requirements

- All manufacturers and installers are advised that prior to final acceptance, each unit may be inspected for compliance with this set of Design Guidelines & Master Sign Program. Any signs, before or after installation, found not in compliance will be rejected and required to be removed and/or replaced.
- No substitutes of materials will be accepted unless otherwise approved by the Landlord, and the City.
- Any time a tenant vacates a space, the tenant shall remove all signs, patch, paint, and repair the surfaces to which the signs were installed back to the original condition of the surface Ghosting shall be painted out. The removal and repair shall be at the Tenant's expense.
- To avoid a patched appearance, all changes to fabric awning signage shall require replacement of the fabric**, if necessary due to existing deterioration**.

Monument Signage for Park & Shop Center

- The Park & Shop Owners' Association has the right to develop entry signage and/or monument signage to be located within the common areas, none of which currently exist, and such center-wide signage could include digital reader boards with the ability to change the sign content frequently and quickly, e.g. due to tenant changes.

Prohibited Signs:

- Signs that include advertising or descriptions of products and services**, except to the extent such are part of tenant's business name**.
- Internally illuminated sign boxes.
- ~~Internally illuminated channel letters, except at edge signs, see page____.~~
- Signs with plain block 'generic' lettering.
- Signs advertising phone numbers and / or web sites.
- Signs containing flashing or moving lights, graphics, or other imagery.
- Signs, employing luminous or day-glo paint.
- Any temporary signs or advertisements not approved by the Landlord and City.
- Generic 'Open' signs (printed or neon).
- Any sign deemed by the Landlord or City offensive, inappropriate or otherwise unacceptable.
- Generic 'Store Hours' sign cards or signage.
- Generic 'Sandwich Board' Signs.
- ~~Lit tenant signs must be on an astronomical timer and be lit from dusk until 11pm.~~
- Repetitive signage.
- Websites and phone numbers allowed only on doors **or windows**.

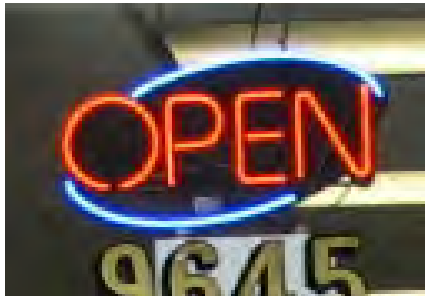
Existing signage is allowed to remain "as is" until such time when it is sought to be removed or changed.

Prohibited Sign Examples

Internally lit box sign

Generic sandwich board sign

Repetitive signage is not allowed



Generic or neon "open" signs

~~Internally lit channel letters, generic lettering~~

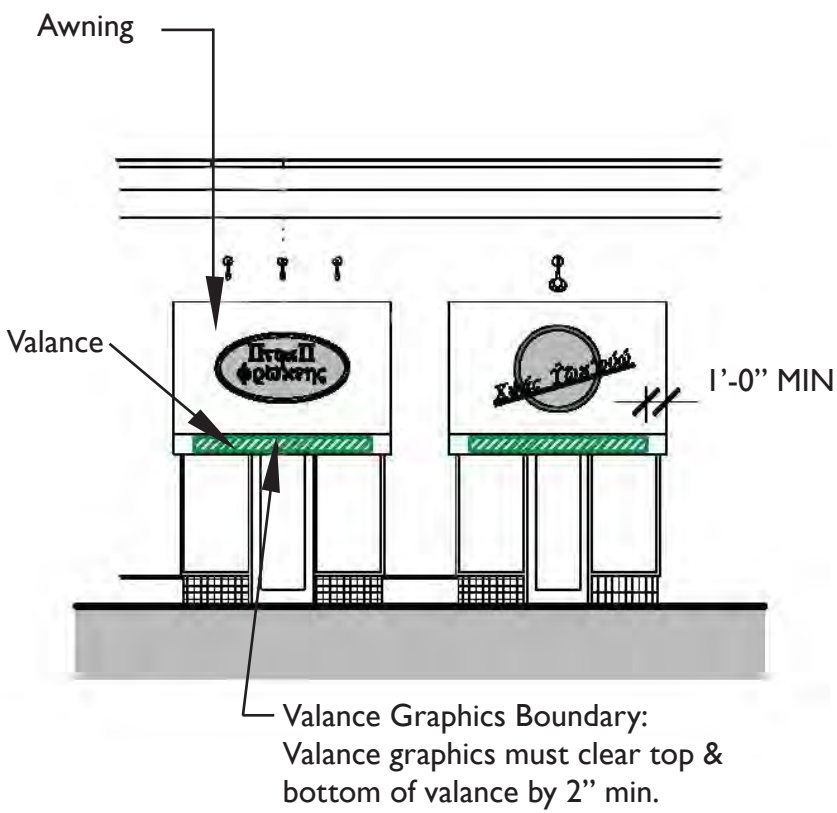
Generic, excessively large wall sign

Internally lit box sign

Awning face signs may be externally lit with gooseneck lights or similar fixtures. Awning signs may be hand painted, silk screened or appliquéed onto the fabric. Radio frequency welded letters and logos may also be used for awning signage.

Dimensional Requirements

Valance graphics must fit within a Valance Bay Boundary that is 1'-0" in from either edge of the valance and 2" from the top and bottom of the valance.



Awning Signage Examples

Scalloped valances with tag lines

External illumination on awning

Playful signs and materials

Bold graphics and creative lighting

WALL SIGNS **(for new signage)**

Wall signs can take many forms: they may be text, graphic logos, or a combination of the two. It is important to consider both their lighting and placement. Wall signs must be located in such a way that they are easily visible to the public and properly incorporated into the design of the facade and storefront.

Pin mounted, halo lit letters that stand off the wall create a shadow line when lit by the sun or gooseneck lights. Wall signs may be lit with exposed neon if detailed well. Exposed neon signs may not have a clear acrylic face. Front lit channel letters are not allowed for wall signs. Wall Signs may also be mounted to a plaque or frame, which may be mounted or painted on the wall. Exposed raceways are not allowed.

Wall signs must be contained within the width of the storefront opening. Signs must not span the pilaster or demising wall of an adjacent tenant. See the diagram on page ___. Wall signs may not be mounted at the top of a parapet wall. Wall signs should be located above a public entry.

Materials:
Wall signs may be constructed of metal, acrylic, graphic film, wood, glass and other high quality durable materials.

Letters cut out of a panel, lit from behind

Classic lettering pin mounted on the wall

Interesting, colorful logo

Wall Sign Examples

Halo Lit

Halo Lit

Partial Halo Lighting

Externally Lit Plaque Style

Externally Lit with Gooseneck Lighting

Externally Lit with Contemporary Fixture

EDGE SIGNS **(for new signage)**

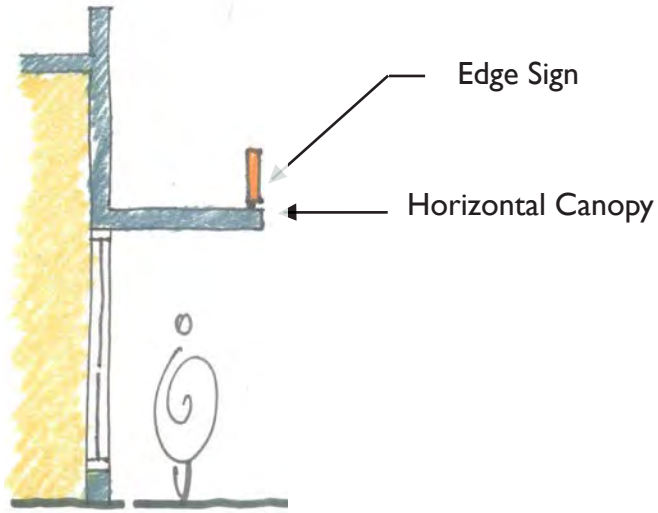
Edge signs are lower and therefore closer to the street and the eye level of the pedestrians. They may also be below the tree foliage.

Elements

Edge signs may consist of individual letters pin mounted directly to the overhang, or first mounted to a background plaque or plate. Background plates shall be cut out as per the shapes of the letters. See photos on page _____. They can be mounted either above, below, or to the face of the overhang. Thought should be given to the building colors, the color of the overhang, and the color of the font and background panels. Sufficient contrast should be maintained. Flowing shapes and fonts often read better against the building facades.

Lighting

Edge signs can be either externally illuminated with spot lights or halo illuminated. Exposed neon may be used if detailed well. Exposed neon signs may not have a clear acrylic face. Internally lit channel letters must use 4000 Kelvin or warmer LED lighting. Raceways must be concealed from view.



Edge Sign Diagram

Suggested style of internally lit channel letter.

Edge Sign Examples

Flowing font

Externally lit edge sign

Halo lighting with logo

Backer panel cut out per letter

Exposed neon

Cut out backer panel halo lit

Unique and iconographic suspended signs can serve as identifying markers and can be seen as a work of art. They are a great way for a store to express some personality, whether it be classic and sophisticated, sleek and contemporary, or whimsical and fun.

Suspended signs are important identifying markers. These signs bring signage down to a pedestrian scale and are often the only signage visible.

Tenants are allowed a maximum of one suspended sign per public entry.

Suspended signs can be located perpendicular to the facade, under an awning or overhang. The bracket should be designed as part of the sign and enhances the design. A suspended sign must be located where it will not interfere with the visibility of a neighboring tenant's sign or storefront.

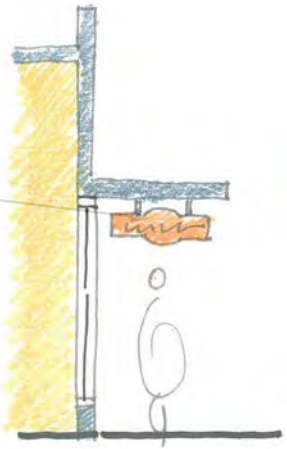
Lighting

Suspended signs may be internally illuminated using halo illumination, push through acrylic, or back lit routed lettering. Exposed neon may be allowed, provided a limited amount of neon is used and the sign is unique and carefully designed. Individual channel letters or illuminated sign boxes are not permitted. If externally illuminated, the light source should be directed upward from below, or shielded to prevent 'spill over light' from glare for pedestrians. Conduits should be concealed.

Interesting graphics

Iconic signs work well

A variety of shapes is encouraged



Suspended Sign Diagram

Materials
Suspended signs and brackets may be constructed of:

- Metal
- Acrylic
- Graphic film
- Wood
- Glass
- Other high quality durable materials

Dimensional Requirements
A sign suspended from high overhead should have clearance that is proportional to the height. Suspended signs shall be minimum 1" thick.

Creative logo

Eye-catching shapes

BLADE SIGNS **(for new signage)**

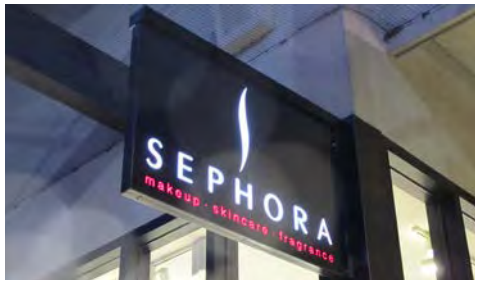
Blade signs are identifying markers and can be seen as a work of art as well as signage. They are a great way for a store to express some personality, whether it be classic and sophisticated, sleek and contemporary, or whimsical and fun.

Wall mounted blade signs are located perpendicular to the facade. They can be supported by a bracket attached to a wall or a pilaster. The bracket should be designed as part of the sign, and enhance the sign design. Tenants are allowed blade signs on a case by case basis. A blade sign must be located where it will not interfere with the visibility or function of a neighboring tenant's sign or storefront.

Lighting
Blade signs may be internally illuminated using halo illumination, push through acrylic lettering, or back lit routed lettering. Exposed neon may be allowed, provided a limited amount of neon is used and the sign is unique and carefully designed. Individual channel letters or illuminated sign boxes are not permitted. If externally illuminated, the light source should be directed upward from below, or shielded to prevent to 'spill over light' from glare for pedestrians. Conduits should be concealed.

Materials
Wall mounted blade signs may be constructed of metal, acrylic, graphic film, wood, glass and other high quality durable materials.

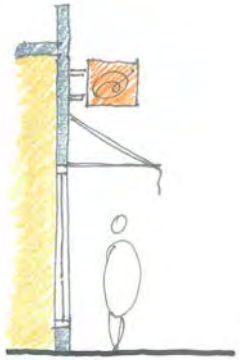
Dimensional Requirements
Sign height may depend on the design of the building and location of the sign. Blade signs shall be a minimum 1" thick.



Internally lit push through acrylic letters

Three dimensional iconography

Exposed neon


Blade Sign Diagram

BANNER SIGNS **(for new signage)**

In certain prominent locations, or when a tenant has multiple exposures or limited visibility, Banner signs may be useful. Banner signs are permitted on a case by case basis where they are appropriate.

Banner signs may not be used on sloping surfaces or where they will obscure neighboring tenants' signage.

Banner signs must have graphics on both sides. Both sides shall be visible. They may be mounted to either one or two brackets. If one bracket is used, the bottom edge of the sign should be sewn with a weight to reduce excessive flapping. The bottom corner may be required to be attached to the wall with a string, cable, or braided guide wire. Banner sign brackets shall be decorative and be designed as part of the sign. Banner signs may be mounted on a corner at a 45 degree angle. Banner signs are only allowed to be mounted at pilasters between storefronts if BOTH storefronts adjacent to the banner sign are occupied by the sign's tenant.

Lighting
Banner signs may be illuminated with spot lights, or be non-illuminated. Lighting should be positioned so as not to create glare for pedestrians or vehicles.

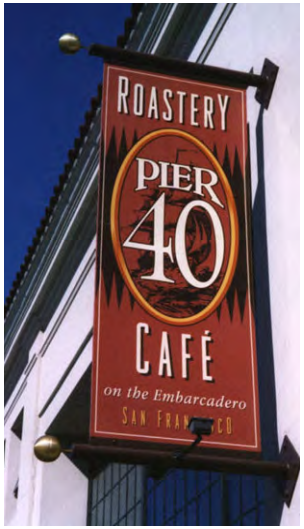
Materials
Banner signs must be constructed of durable materials and may be rigid or non-rigid. Fabric, metal and acrylic are some examples.

Dimensional Requirements
A 4" minimum clearance must be maintained between the banner and the building wall.

Playful brackets

Three dimensional sign with external lighting

Fabric



Bold graphics

TRANSOM SIGNS **(for new signage)**

Transom Signs are located in the transom windows above the door or entry. The transom window may be above a shallow awning or canopy.

Transom signs may be located either inside or outside of the transom windows. They may be applied to a transparent, translucent or solid background. They may consist of three dimensional raised letters and logos, or have lettering routed out of an opaque background panel.

Lighting
They can be externally or internally illuminated. Non-illuminated letters may be lit from the back lighting provided from inside the store. External illumination is typically achieved by the use of spotlights or gooseneck fixtures mounted above the transom window. Allowable types of internal illumination include halo lit letters , push through acrylic lettering, exposed neon, or back-lit routed letters through an opaque frame.

Materials
Transom signs may be constructed of metal, acrylic, graphic film, wood, glass and other high quality durable materials. They may also be made of metal leaf lettering on glass, or vinyl decal lettering.

Lit from behind

Three dimensional letters

Sign above overhang with external lighting

WINDOW SIGNS & GRAPHICS **(for new signage)**

Window signs & Graphics are located within the storefront and encompass a wide variety of sizes, shapes and materials. Window signage is an excellent way to present the name and logo of the business to at the pedestrian level. Window signage can be used to frame merchandise displays or provide other information about goods and services. Window signage can be creative and whimsical.

Window Signs may be hung behind the storefront glass. Designers of storefront graphics should keep in mind that they are read from relatively close proximity and often from both inside and outside the store. Mounting hardware, electrical connections, and details must be carefully considered and concealed. Window signage should be mounted on the interior side of the glass. Window graphics may not be repetitive.

Hours of Operation:
Letters may be vinyl or metal leaf, applied to glass. Hours may be listed once per door or public entrance. Max letter size = 1.5”

Address Numbers:
Must be vinyl or metal leaf, applied to glass and must comply with local Fire Department requirements.

Materials
Window Signs & Graphics may consist of opaque and translucent film on glass or a sign panel mounted inside the store, behind the glass, or mixed media. Other applications of window graphics are silk screen, sandblasting, laminating, and metal leaf.

Window graphics should not block view into store

Graphics should incorporate an attractive logo

Bold, attractive graphics can be seen at a pedestrian level

WINDOW SIGNS & GRAPHICS **(for new signage)**

There are three options for storefront glass treatment:

1. Clear with open view to well kept interior.
2. Lit vitrine or display windows.
3. Window Signs & Graphics - non-illuminated only.

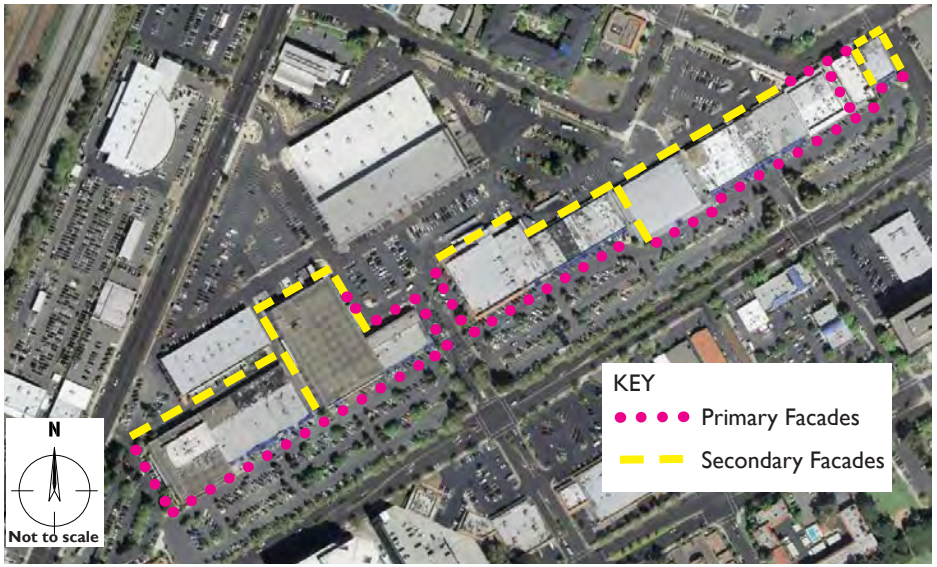
Whenever possible, window glass shall remain unblocked. For creative ways to treat windows where blockage occurs, see page ___. Typically, window signs and graphics are non-illuminated; however, lighting may be permitted if the sign is unique and creative.

Dimensional Requirements for Primary Facades

Window Signs and Graphics are limited to a maximum letter size of 6" for a Heavy Font and 9" for a Light Font. An Accent Letter may be up to 50% larger. Any sign mounted at the interior of the store within 3' of the window is counted as an opaque surface. No more than 20% of the area of storefront glass at the primary facade may be blocked.

Dimensional Requirements for Secondary Facades

At secondary facades it is permissible to block more than 20% of the storefront glass, if necessary. See diagram below for these locations.



Plan Diagram

"Back of house" windows should have bold graphics that relate to the business

Where glass may be blocked attractive graphics must be used

Freestanding and A-Frame Signs

Well designed signage is a useful marketing tool to advertise products or services. Iconic or artistically designed signs help entice shoppers into a cafe. Freestanding signs are only allowed for sidewalk cafes ~~in the downtown~~. Freestanding signs include attractive A-Frame styles, sculptural or pole mounted signs.

Freestanding and A-Frame Signs must be placed in a location that does not impede pedestrian traffic and should be located on the building side of the sidewalk, near the store entrance. Signage must be fabricated using high quality materials and be well maintained.

Freestanding and A-Frame Signs should only be displayed during business hours and on extremely windy days, be brought indoors.

Freestanding and A-Frame Signage must be submitted for approval by City Staff. Further, any sign that is deemed "generic" or poorly designed is prohibited and must be removed.

Menu Boards

Menu boards allow customers to view a restaurant's offerings. They may be mounted to the wall in enclosed cabinets or placed as freestanding signs. Freestanding menu boards are considered Freestanding signs, and are subject to the regulations listed above. Menu board cabinets are discussed below.

Menu board cabinets should be located near the main entry. Locations must be submitted for approval. All cabinets must be fabricated using high quality materials and should be constructed to resist weathering, and be well maintained. Illuminated menu cabinets are encouraged. Lighting should be unobtrusive and not create glare or "hot spots". All electrical equipment shall be concealed from view.

Menu boards must be submitted for approval, including the internal menu or artwork on display. Any cabinet that is deemed "generic" or poorly designed must be removed.

Creative free standing signs

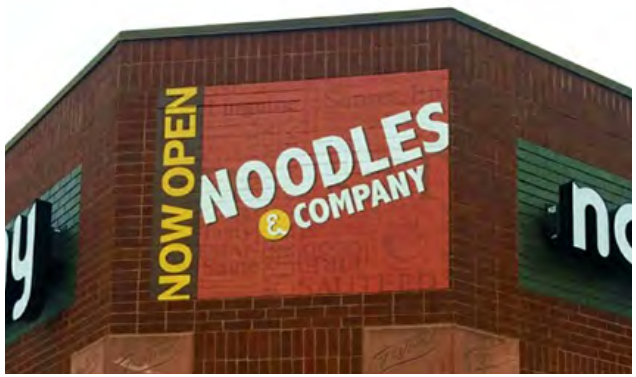
Simple and effective

Well constructed display case with menu

Temporary signs may be allowed for Grand Openings or tenant name changes. Signs used for this purpose are allowed only upon permission of the Landlord and the City Staff, and must be approved prior to installation. Temporary signs should be colorful and attractive.

Temporary signs may be displayed for a period not to exceed 30 days after initial occupancy of a business. Temporary banners are limited to one per tenant, must be professionally designed and well maintained. They may not include product names, vendor names, or other advertisements. They are allowed on building exteriors, secured to or suspended from a building wall or canopy. They may not be attached to a tree or roof. The signs must be placed so as not to create safety hazards, block required pedestrian and / or vehicle access, or obstruct signs identifying adjacent businesses. The size of the sign shall be in proportion to the tenant storefront. Where temporary signs have been removed, the Tenant is responsible for patching and repairing any damage caused by their installation.

For regulations regarding temporary signage, refer to the City of Concord Development Code Section 18.180.120.



Bold, eye catching sign

Descriptive and tasteful temporary sign

Temporary construction barricade

Restaurants and other food tenants are encouraged to create outdoor seating areas to bring life and activity to the center. **If** outdoor seating areas **are sought, they** should be placed where customers can both see and be seen. Diners often enjoy 'people watching' while they eat. Outdoor dining is good advertisement for restaurants.
Seating should be located near the path of travel, yet sheltered slightly for privacy. This can be accomplished by raising the level of the eating area slightly from the sidewalk, or through the use of a railing or other form of semi-enclosure **provided no conflict with existing sidewalks, including accessibility, is created**. Permanent railings may not be used to define eating areas because of Park and Shop Center's cross access easements. They should be located on the building side of the sidewalk, to provide greater shelter from vehicular traffic. Landscape buffers such as planters or in-ground landscaping offer comfort to diners.
Outdoor dining furniture shall be durable and attractive. Umbrellas provide shade, color and even a location for tenant logos or tag lines.

Outdoor dining areas must be approved by the Park & Shop Owners Association and the City.

Sturdy, decorative furniture

Colorful umbrellas provide shade and attract customers

Creative barriers between the diner and public space

INTERIOR PATHWAYS

Interior Pathways play an important role in moving shoppers from the south side of the shopping center to the tenants and parking on the north side. This movement is important to the overall vitality of Park & Shop. There are many ways to activate an interior pathway.

Interior pathways can be made more inviting with the use of landscaping. Decorative pots add color and life. Planter pockets with vines growing on wall soften what can otherwise be a harsh environment.

The decorative uses of color, tile or painted murals are other ways to liven up an interior pathway and draw pedestrians in.

Good, decorative lighting is an important aspect of an interior pathway. Lighting must be adequate for safety, without causing glare. Utilitarian fixtures such as wall packs are not permitted. Overhead festoon (Tivoli) lighting is an excellent way to bring attention to an interior pathway.

Landscaping brings life to blank gateway walls

Festoon lighting enhances interior pathways

Planters with color and interest and attract pedestrians

All work in the common areas must be approved by the Park & Shop owners Association and the City.

Suggestions for Improving Common Areas

Outdoor areas for pedestrians to enjoy can be created in a number of ways. A pleasant, colorful environment attracts shoppers and encourages them to wander through the shopping center and explore stores other than those they frequent.

Building owners, with the permission of the Park & Shop Owner's Association, can extend the sidewalks, where feasible **without elimination of required parking spaces or creation of pedestrian-vehicular conflicts**. The extension of the sidewalk creates "parklets" for dining and gathering. With or without a sidewalk extension, outdoor areas can be enhanced with in ground landscaping or large decorative planters. Hanging baskets bring color and life above eye level.

Site Furnishings play an important role in creating a lively environment. Fountains bring movement and sound to an area. They have a cooling effect in summer. Benches come in a variety of designs and can be comfortable and easy to maintain. Bicycle racks and bollards provide security and can be attractive and functional. Public Art enhances pride in the shopping center.

Note: Please consider that while attractive in concept, fountains are also quite vulnerable to vandalism. Parklets and benches on the other hand can attract homeless and litter, and thus the necessary maintenance level, cost and security concerns must also be considered.

Extended sidewalks and landscape create more usable areas for pedestrians

Decorative benches and landscaping encourages gathering of homeless

Parklets bring life to paths and parking areas

Step 1: Pre-application Meeting:

Prior to starting a project, it is strongly advised to contact a Staff planner to arrange a preliminary meeting for exterior improvements.

The City Planner will explain the Design Guidelines, may perform an on site visit with the tenant and owner, make design recommendations and review the items required for the Design Review Submittal (Step 2).

Step 2: Application Meeting

Applicant will make a Design Review Submittal to the City Planning Department. The Submittal shall include the Design Review Application, fee, and check list (found online at www.cityofconcord.org) and all required drawings and information as per the Design Review checklist. The City Planner will determine whether the project can be reviewed at City Staff level or in special circumstances staff may at its discretion refer the item to the Design Review Board.

If the project is reviewed at the City Staff level, the City will comment on the submittal and ask for further information or design changes until an approval is granted. The applicant may then apply to the Building Department for a Building Permit.

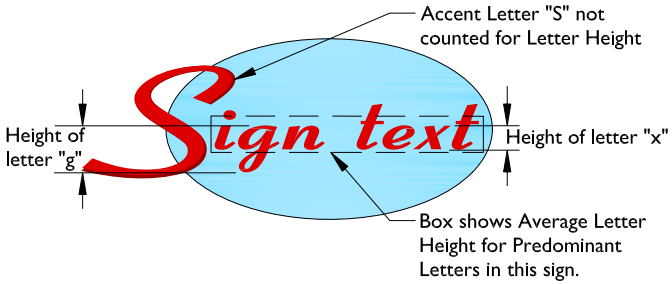
If the project must go to the Design Review Board, the applicant proceeds to Step 3.

Step 3: Design Review Board Hearing

After review and comment by City Planning Staff, the applicant will receive a date to present the design to the Design Review Board. The applicant and the design professional may be asked to bring additional materials to the hearing. At the presentation, the applicant will receive comments and/or approval from the Design Review Board. When approval has been granted, the applicant may apply to the Building Department for a Building Permit.

The intent of these Guidelines is to facilitate expedited and efficient review and approval of facade improvement projects, and thus the tenant or owner has the option of requesting the project to be submitted to the Design Review Board and/or Planning Commission for review and/or decision, without prejudice, if City Staff and applicant are unsuccessful in agreeing on the staff recommended revisions or project is subjected to more than 3 Design Review Board meetings without receiving a final recommendation. A key objective to these Guidelines is to streamline and expedite the approval process so that projects that are consistent with these Guidelines are approved administratively at staff level in a timely manner.

Accent Letters:
Accent letters are the largest letters within text, such as capital letters.



Arcade:
A covered passageway supported by arches, piers or columns.

Channel Letters:
Individual, three dimensional letters with metal returns. May be internally, halo or externally lit.

Canopy:
An overhanging projection, of fabric or rigid material, covering the pedestrian walkway. See "overhang".

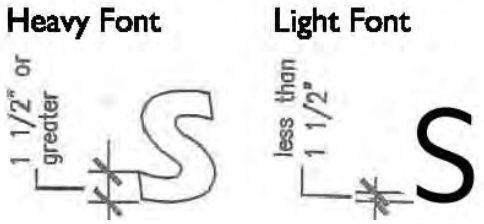
Column:
A rigid, upright support.

Demising Wall:
Interior Boundary wall between two individual piers.

Edge Sign:
Letters and/or logo mounted from above or below to a horizontal element such as a canopy.

Facade:
Any side of a building facing a public way or space and finished accordingly.

Font Weight, Heavy & Light:
A Heavy Font is any font with a letter thickness of 1/2" or greater. A Light Font is any font with a thickness of less than 1/2".



Halo Illumination:
Channel letters or logos are illuminated using a linear light source placed inside the channel. The channel is oriented so that the light source faces the wall. The light washes the wall, accenting and highlighting the letters.

Neutral Pier:
A Pilaster located between storefront openings.

Overhang:
An architectural element, such as an awning or canopy, that projects from the building facade and provides weather protection.

Parapet:
A wall or barrier at the edge of a roof above the main wall of a building.

Pilaster:
A shallow rectangular feature projecting from a wall that imitates the form of a column.

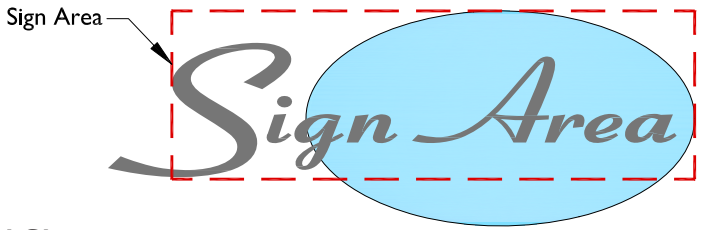
Pin Mounted:
Attached to a surface with small metal stand-offs that provide space behind or below.

Predominant Letters:
Predominant letters are the smaller letters within the text, such as lower case letters.

Push-Thru Acrylic Letters:
Translucent letters that are placed in cut-outs inside a sign panel. A light source is concealed within the panel and illuminates the letters from behind, giving the letters an even glowing effect.

Roof line:
Outline of a roof top.

Sign Area:
The sign area is calculated by measuring the simple-most geometric frame that can be placed around the sign design.

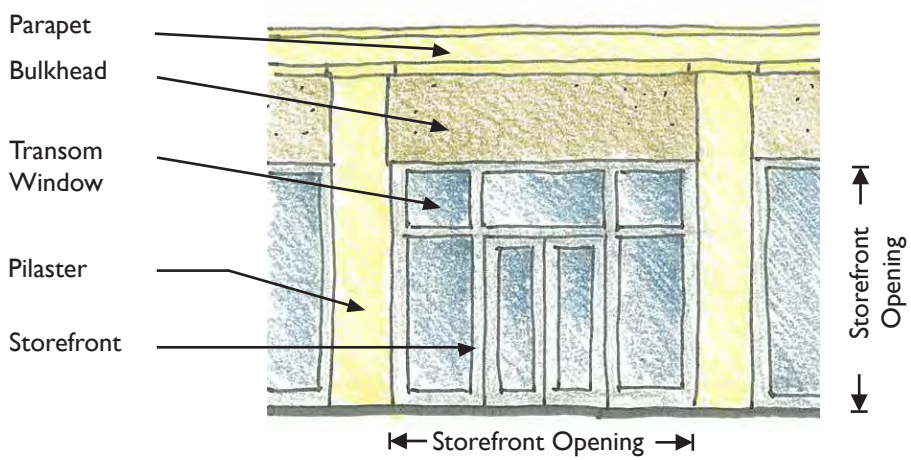


Spandrel Glass:
A panel of glass, usually opaque, located between the top of one window and the bottom of a window on the story above.

Spot Light:
A wall-mounted light fixture with a single light source. Multiple spot lights can be used that are equally spaced, providing an even illumination of the sign. Spotlights come in many styles such as gooseneck or compact stem-mounted fixtures.

Storefront:
Refers to materials/design that fits within any storefront opening. Storefronts consist mostly of glass with metal, wood or other trim and is located below the bulkhead.

Storefront Opening:
The frontage area between the exterior pilasters or demising walls.



Total Storefront Width:
Cumulative width of all storefront openings belonging to a single tenant/space (i.e. entire width of a tenant's store facade minus pilasters).

Transom Windows:
The glass area located above the storefront windows and doors.

Wall Sconce:
Decorative, wall mounted light fixture.

Wainscot Panel:
Decorative covering at the lower part of a wall.

Valance:
A short piece of fabric hung from the edge of an awning.