



1950 PARKSIDE DRIVE  
CONCORD, CA 94519

# DESIGN REVIEW BOARD ACTION

Date August 13, 1979 File No. UP 61-77

Project DELTA-BINGHAM "HERITAGE SQUARE" (Sign Revision) Parcel No. 126-010-043

Applicant Reynolds and Brown, 2565 Merced Street, San Leandro, CA. 94557  
NAME ADDRESS ZIP

Architect/Designer Hallenbeck, Chamorro & Associates, 2415 Mariner Sq., Alameda, CA. 94501  
NAME ADDRESS ZIP

Landscape Architect/Designer \_\_\_\_\_  
NAME ADDRESS ZIP

On August 9, 1979, the Concord Design Review Board reviewed <sup>revised tenant signing</sup> plans for the above noted development, located on the southeastern corner of Concord Avenue and Meridian Park Boulevard.

It was the decision of the Board to approve the request to amend the Heritage Square graphics program to allow tenant signs with 24" high letters in lieu of 18" high letters that have already been installed at the center. (Sign areas must conform to the City's Ordinance requirements and should be cleared with the Planning Department prior to application for the Sign Permits from the Building Division.) The Board further indicated that they would react favorably to changing the color face of the lettering from blue to a more legible color if the applicants should wish to pursue it. (Planning staff to approve.)

JIM:GMC:ice

- c: Reynolds and Brown, 2565 Merced St., San Leandro, CA. 94557
- Mr. Harry Hallenbeck, Hallenbeck, Chamorro & Assoc.,  
2415 Mariner Square Drive, Alameda, CA. 94501
- Roger Sharpe, Concord Plan-Check Engineer

Projects approved, subject to conditions by the Design Review Board, require the submittal of amended plans to the Planning Department that incorporate all conditions imposed by the Board. The staff must certify that these final plans are in accord with the action of the Board, prior to approval of plans for a building permit.

Action taken by the Design Review Board is appealable to the City Council if said appeal is filed in writing on forms provided by the Planning Department within ten (10) calendar days of the date of action. There is a \$50 appeal fee.

Approval by the Design Review Board does not waive the requirements of the Consolidated Fire District, County Water District, County Flood Control District, or the Concord Engineering and Building Divisions. Any changes required by the above agencies which alter the exterior appearance of the project may require further review by the Board.

**Heritage Square Home Furnishings Center  
Sign Type Descriptions and Sign Notes**

**Sign Type A - Tenant Store Front Signs**

**DESCRIPTION** - Identifies Tenant locations in the Project with internally illuminated individual metal letters with plastic faces mounted to building.


**LOCATION** - One (1) sign on the fascia of the building over the store front. If store has more than one (1) street front, two (2) signs may be allowed if provided by the City of Concord Sign Ordinance.

**MATERIAL, FABRICATION AND SIZE -**

- a. The sign shall consist of individual, internally illuminated, channel letters with acrylic faces. The sign shall consist of: (i) a raceway; (ii) letter cabinets; (iii) internal illumination; (iv) plastic face and trim cap.
- b. A raceway shall be a cabinet of 24 ga. sheetmetal, 8" high x 6" deep, primed with Paintlok (or equal) and finished to match the color of the can. Raceway shall be weather tight and run within the building or on the backside of sign fascia. One conduit for 120V power shall enter the raceway from a junction box on the backside of the Tenant's sign fascia.
- c. Individual letters shall be a raised can, made of .050 aluminum sheet, and 6" deep, welded to .080 aluminum backs. Backs are to be smooth, with no crimping or notched edging allowed. No plywood back "channelum" type letters are permitted. Letters shall be fastened to sign fascia with mechanical fasteners. Cans shall be painted to match existing Project sign letters (dark bronze). Sign contractor shall provide calculations for necessary attachment for a qualified engineer.
- d. Letters shall be internally illuminated by concealed 110 volt neon lighting (30MA), with HPF transformers. Transformers shall be housed in the raceway. All wiring penetrations through the building fascia shall be carried by flexible conduit. Color of neon tubing should be compatible with acrylic face color.
- e. Plastic sign faces shall be 1/4" thick, cast acrylic sheet and trimmed with a 3/4" gold trim cap.
- f. Logos shall not exceed ten percent (10%) of the sign area and will be included in the allowable signage. Area is calculated on total length of the letters, multiplied by the maximum height of the letters.
- g. Maximum width of sign shall not exceed eighty percent (80%) of the linear leased frontage of Premises, or as shown on Sign Plan if one is included.

**APPROVED**

DATE 7/31/98  
CITY OF CONCORD PLANNING DEPT.

  
PLANNING OFFICIAL

## **Sign Type A - Tenant Store Front Signs (con.):**

**COLORS** - Acrylic face to match one of the following colors:

Blue -	Roman Hass, color #2051, or Acrylite, color #607-1
Red -	Acrylite, color #205
Yellow-	Plexiglass, color #2037
Green -	Pantone, color #328 *
White -	Plexiglass, color #W7420

\* clear acrylic sprayed with "Spraylat" or equal acrylic sign coating

**COPY** - Per the Tenant name. Type-style Anderson Exclusive "Dimensia" or "Fritz"  
(examples are included herewith).

## **Sign Type B - Tenant Miscellaneous Window Signs**

**DESCRIPTION** - Subject to Landlord approval, certain miscellaneous signs will be permitted on store front window. These consist of credit card decals, hours of operation and selected other instructional information, such as phone numbers to be called in case of emergency.

**LOCATION** - This information is to be placed only at one entrance door or on the window immediately adjacent to the left side of one entrance door, 66" maximum from floor.

**SIZE** - Not more than 144 square inches of white vinyl lettering is permitted. The credit card decals shall be only those which are provided by the credit card company. Hours of operation shall be in a size no larger than 1 ½" cap height. Emergency information shall be no larger than 1" cap height.

**MATERIAL AND FABRICATION** - Credit card imagery are to be decals. Hours of operation and emergency information shall be white vinyl letters, reversed cut, and installed on the inside of the glass.

**COLOR** - White only

**ILLUMINATION** - None

**COPY** - Text approval for any message beyond hours of operation, credit cards honored and emergency information will require approval of Landlord or Landlord's Managing Agent prior to installation.

## **Sign Type C - Tenant Address Identification**

DESCRIPTION - Tenant Address

LOCATION - Tenant addresses are to be installed on the entrance door, centered 6" down from the top of the door, or in another location as required by City or Fire Department regulation.

SIZE - 3" high Helvetica Extra Bold, or of other height as required by City of Concord or Fire Department regulation.

MATERIAL AND FABRICATION - Stylus cut vinyl letter.

COLORS - White only.

ILLUMINATION - None.

COPY - Only the building address number.

## **Sign Type D - Tenant Rear Entry Sign**

DESCRIPTION - Identifies non-customer door for receiving merchandise.

LOCATION - Tenant must place on the exterior door of the rear entry door. The address number is to be installed to match existing address numbers on rear entry doors. If Tenant desires their name, it is to be installed with 4" interline spacing below the address number.

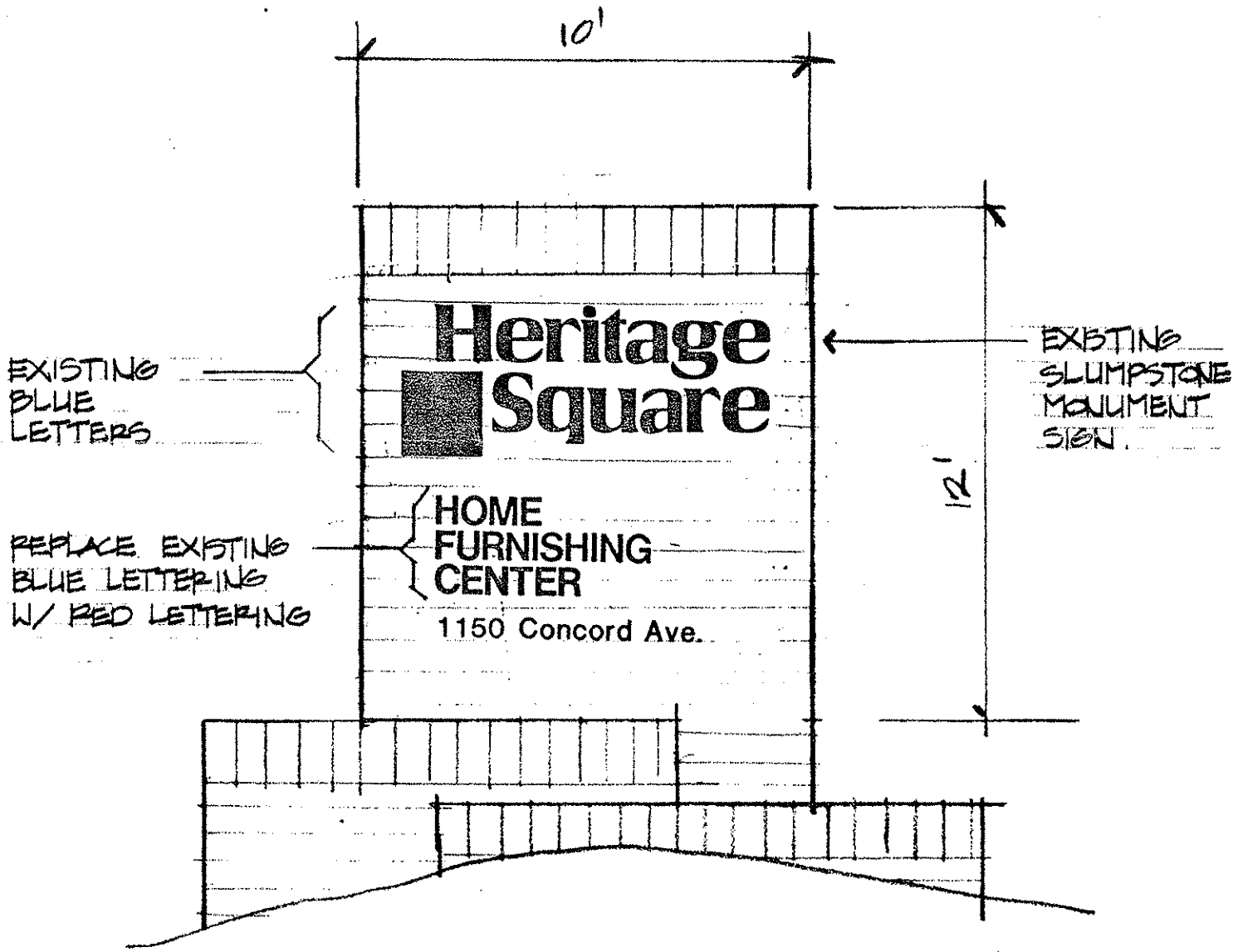
SIZE - Name, 2 ½" cap. height.

MATERIAL AND FABRICATION - Pre-spaced stylus cut vinyl letters and numbers, right reading.

COLORS - Name - gloss white.

ILLUMINATION - None.

COPY - Type style for the Tenant name is Helvetica Medium condensed in initial caps.



Approved by Staff  
 May 23, 1989  
 J. Linse

JOB: HERITAGE SQUARE SIGN
DESCRIPTION: 1150 CONCORD AVE.

Reynolds & Brown 1200 Concord Ave. Suite 200 Concord, CA. 94520 415 674 8400
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JOB NO:
SCALE:
DATE: 5/4/89
SHEET: OF

# Heritage Square

● LOGO

24" Pool  
6" 24" Patio 'n  
6" 24" Things

● TYPICAL WALL SIGN

24" World of Dinettes

● TYPICAL FASCIA SIGN (1 LINE)

12" 6" 18" La - Z - Boy  
SHOWCASE SHOPPE

*Approved by staff  
May 23, 1989  
J. Lince*

● TYPICAL FASCIA SIGN (2 LINES)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZ ABDEFGGHIJKLMNOPQT  
UUY 1234567890 &\$%£%/.,:;!?'-''''''()

Andresen Exclusive  
**Dimensia**

SIGN NOTES:

1. Sign letters to be individual raised sheet metal can letters with gold trim cap. 5 - inch thickness to match existing Heritage Square sign letters. Metal cans to be painted to match existing sign letters (dark bronze). Letter fronts to be plexiglass blue or red and 1/8" thick. (Use either Roman Hass, color #2051, or Acrylite, color #607-1, or Acrylite, color #205). Interior illumination of individual letters to be standard blue or standard red neon.
2. Sign letter type - Andresen "Dimensia".
3. Sign contractor to verify letter type and construction of existing signs. Report any discrepancies to the architect prior to fabrication of sign.
4. Tenant shall use the logo for Heritage Square in all advertising and promotional activities for it's business in the Premises.

This is close to the Heritage Square font and it's called

**Fritz**

This example is the 'bold' option

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**0 1 2 3 4 5 6 7 8 9**