

sky design

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City of Berkeley
Land Use Planning Division
1947 Center Street, 2nd Floor, Berkeley, CA 94704

APPLICANT'S STATEMENT

This application is for Modera Acheson Commons properties for new signage only. Signage design was created with respect and careful consideration of the historic character of downtown, Berkeley, as well as the style of the specific buildings. Signs are designed to reflect the architectural character of the buildings and to be in accordance with the time period when the buildings were constructed. Design intent for the signage was to play an integral role of the overall design of the storefront, with all the architectural elements of the facades. The primary goal was to come up with a universal design which will work for all the individual properties. With stylistic consistency we will avoid the risk of visual clutter. The proposed design for the Exterior Signage, Wayfinding and Commercial Frontage Signage System follows the Downtown Berkeley Design Guidelines. Signs do not obscure any architectural elements of the buildings. Signs are in scale and proportional to the space where they are to be located.

CITY ZONING

The building properties are in the Downtown Area. Zone *C-DMU Outer Core*.

BUILDINGS SITE LOCATIONS

1979 - 1987 Shattuck Avenue
2101 - 2113 University Avenue
2125 - 2145 University Avenue
1922 - 1930 Walnut Street

BUILDING TYPE

BUILDING A: ACHESON PHYSICIANS' BUILDING - Landmark Building
BUILDING B: "ACE" - Landmark Building (1st level)
BUILDING C: "WALNUT"
BUILDING D: "MACFARLANE & KRISHNA"- Landmark Building, (1st level)

SIGNAGE TYPES

Building Exterior Signage / Marquee
Building ID

Commercial Frontage Signage System
Commercial Tenant ID's
Blade signs (3 types: square, round, oval)
Window signs
Exterior Wayfinding
Street Numbering
Wayfinding Plaques

SIGNS AND GRAPHICS

All Signs – Shall adhere to applicable guidelines

Building Exterior Signage: Building ID / Marquee - No portion of a marquee sign shall be above the third floor space, or forty (40) feet above the existing grade adjacent to the building, whichever is less, in any commercial district.

A marquee sign will not extend more than five feet from the building wall into the public right-of-way and no closer than one foot from the curb line (Pages 27-29 of the presentation, followed by two alternative options on pages 30–33)

Tenant ID's -The size of signs and sign letters shall be proportional to the space in which they are located, with letters between 6 and 16 inches high.

No use of face lit signage is proposed.

Primary signs shall contain only the name of the business and/or its logo.

The proposed TENANT IDs are to be attached to storefront transom and utilize four types of dimensional lettering for tenant to choose from:

- 1) HALO-LIT LETTERING (Page 56)
- 2) PARTIAL-SIDE LIT DIMENSIONAL LETTERING (Page 57)
- 3) DIMENSIONAL LETTERING (Page 58) Wall signs on the upper portion of the storefront, within enframed storefront opening. The length of the sign should not exceed the width of the enframed storefront. Size of letters between 6 and 16 inches high.

Blade signs - signs perpendicular to the facade of the building, shall be located at least 8 feet above the sidewalk.

Proposed are three types of Blade signs (3 types: square, round, oval)

Note #1: Due to the character of the architectural elements blade signs (any type) are not available for Tenants #1 and #2 (Building D)

Note #2: Due to the character of the architectural elements (awning) the oval-shaped blade sign is only available for Tenant #6 (Building B). This tenant has three options to choose from: square, round, or oval.

Note #3: Tenants #3, #4, #5, #7, #8 have two options to choose from: square, or round.

Exterior Wayfinding - Shall adhere to applicable guidelines

Street Numbering - Shall adhere to applicable guidelines

Wayfinding Plaques - Shall adhere to applicable guidelines