



CITY OF CAMPBELL
Community Development Department

December 5, 2014

NOTICE OF APPLICATION – MASTER SIGN PLAN

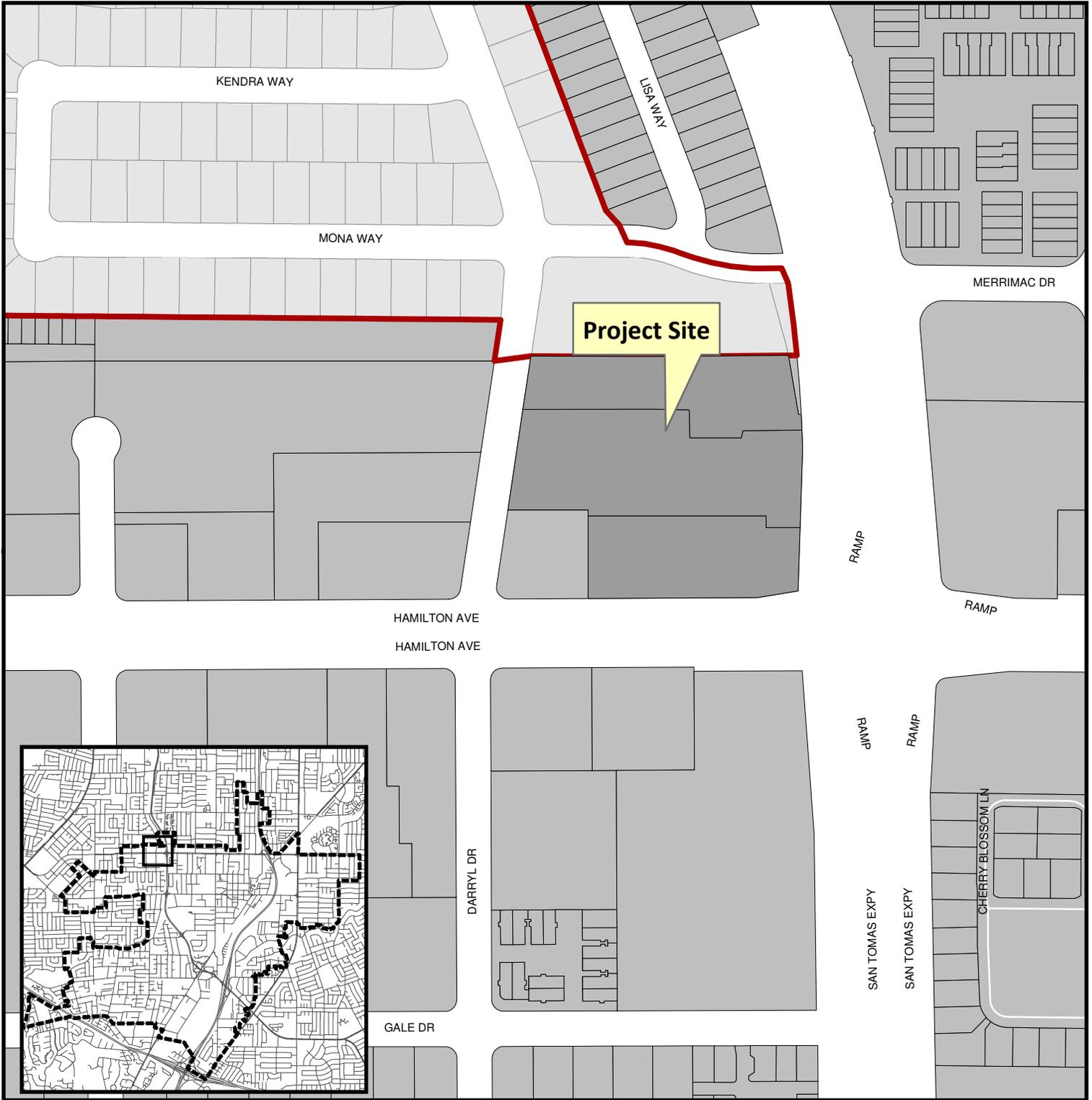
Notice is hereby given that the Planning Division of the Community Development Department of the City of Campbell has received the following application proposal:

| | |
|-----------------------------|---|
| File No.: | PLN2014-280 |
| Applicant: | Santa Clara Development |
| Project Address: | 651 W. Hamilton Ave. |
| Property Owner: | Santa Clara Development |
| Zoning District: | C-PD (Condominium Planned Development) |
| General Plan: | Commercial/Office/Residential |
| Project Description: | Master Sign Plan proposal for the "Penny Lane" mixed-use development (currently under construction). |

This project will be decided by the Community Development Director and you have the opportunity to provide comment prior to the Director's decision. The ten-day comment period for this application begins on December 5, 2014 and ends on December 15, 2014. Any comments regarding this application must be submitted in writing (including email) to the Planning Division before 5:00 p.m. on **December 15, 2014**. The Director will then consider all comments submitted within this time period prior to a decision. No additional notice will be provided. Please contact the project planner in a timely manner to determine what decision was reached.

Decisions by the Community Development Director are final in 10 calendar days following the date of approval, unless an appeal is received in writing at the City of Campbell Community Development Department, 70 N. First Street, Campbell, prior to the end of the appeal period. A written appeal must be accompanied with the required \$200 appeal filing fee. Plans and architectural drawings may be viewed at the Planning Division office during normal business hours (8:00 AM – 5:00 PM) and on the City's 'Public Notices' web page (<http://www.cityofcampbell.com/501/Public-Notices>) under 'Administrative Decisions'. Questions or comments regarding this application may be addressed to Daniel Fama, Associate Planner, in the Community Development Department, at (408) 866-2193 or by email danielf@cityofcampbell.com.

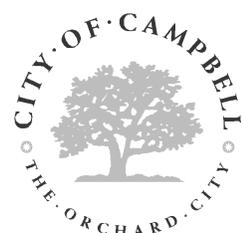
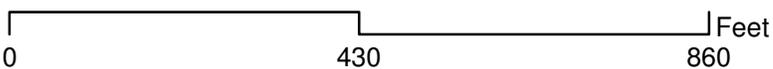
Project Location Map



Project Location: 651 W. Hamilton Ave.

Application Type: Master Sign Plan

Planning File No.: PLN2014-280



Community Development Department
Planning Division

Alvin's Corner on Penny Lane

The Lofts on Penny Lane

Site Signage Program

Campbell, CA

Project No. 14014

Master Sign Plan Submittal 10.02.14

Revised 11.25.14

RECEIVED

NOV 26 2014

CITY OF CAMPBELL
PLANNING DEPT.

REVISED PLANS

**Sign Types 3, 4, 7, 8, 10, 10A & 10B
shown for reference only.**

Signs are exempt per 21.30.040 (F)

Informational or Directional Signs:

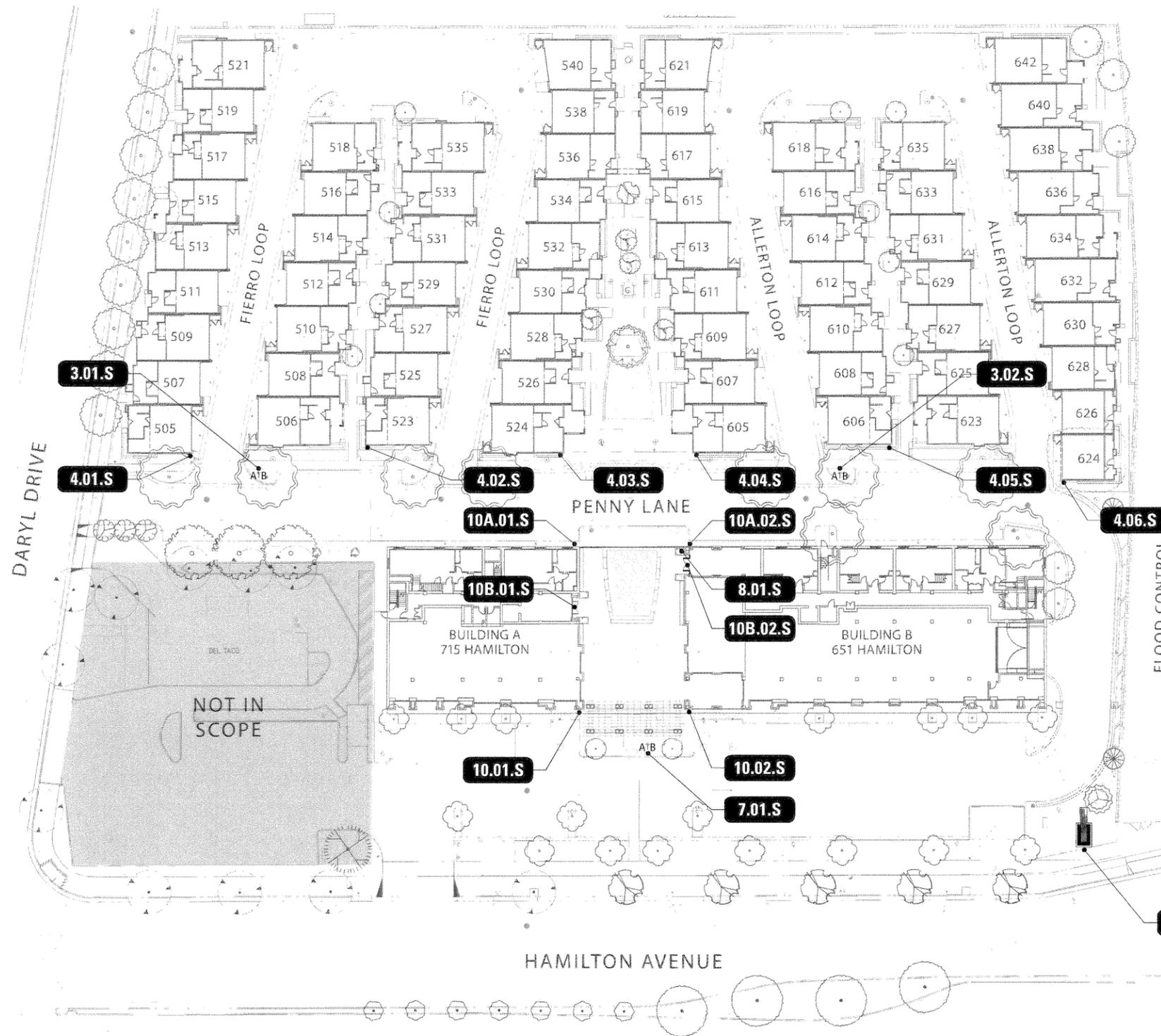
On-site signs directing and guiding pedestrians and vehicles on private property, and having a maximum display area of six square feet.



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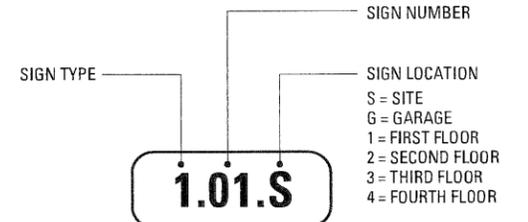
Alvin's Corner on Penny Lane, LLC
Penny Lane Housing, LLC



| ST | DESCRIPTION | QTY | Ham_SLP_Partial.ai |
|-----|------------------------------|-----|--------------------|
| 1 | PRIMARY RETAIL MONUMENT SIGN | 1 | |
| 3 | VEHICULAR DIRECTIONAL | 2 | |
| 4 | PEDESTRIAN DIRECTIONAL | 6 | |
| 7 | LEASING DIRECTIONAL | 1 | |
| 8 | LEASING BLADE SIGN | 1 | |
| 10 | BUILDING ADDRESS | 2 | |
| 10A | BUILDING ADDRESS W/STREET | 2 | |
| 10B | BUILDING ADDRESS - APT ENTRY | 2 | |

Sign Types 3, 4, 7, 8, 10, 10A & 10B shown for reference only.

Signs are exempt per 21.30.040 (F) Informational or Directional Signs: On-site signs directing and guiding pedestrians and vehicles on private property, and having a maximum display area of six square feet.



1 SITE SIGN LOCATION PLAN
SCALE: 1" = 60'-0"

2 SIGN BUBBLE KEY
NTS

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**Alvin's Corner on Penny Lane
The Lofts on Penny Lane
Site Signage Program**

Signage and Graphics Program
Campbell, California
Project No. 14014

Alvin's Corner on Penny Lane, LLC
Penny Lane Housing, LLC

Master Sign Plan Submittal 10.02.14 NP
Revised 11.25.14 NP

**Site Sign
Location Plan**

G1



1 PARTIAL SOUTH ELEVATION - BUILDING A

SCALE: 1/16" = 1'-0"

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**Partial South
 Elevation -
 Building A**

Elevation

G2



1 PARTIAL SOUTH ELEVATION - BUILDING B

SCALE: 1/16" = 1'-0"

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**Partial South
 Elevation -
 Building B**

Elevation

G3



1 PARTIAL NORTH ELEVATION - BUILDING A
SCALE: 1/16" = 1'-0"

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**Partial North
Elevation -
Building A**

Elevation

G4



1 PARTIAL NORTH ELEVATION - BUILDING B

SCALE: 1/16" = 1'-0"

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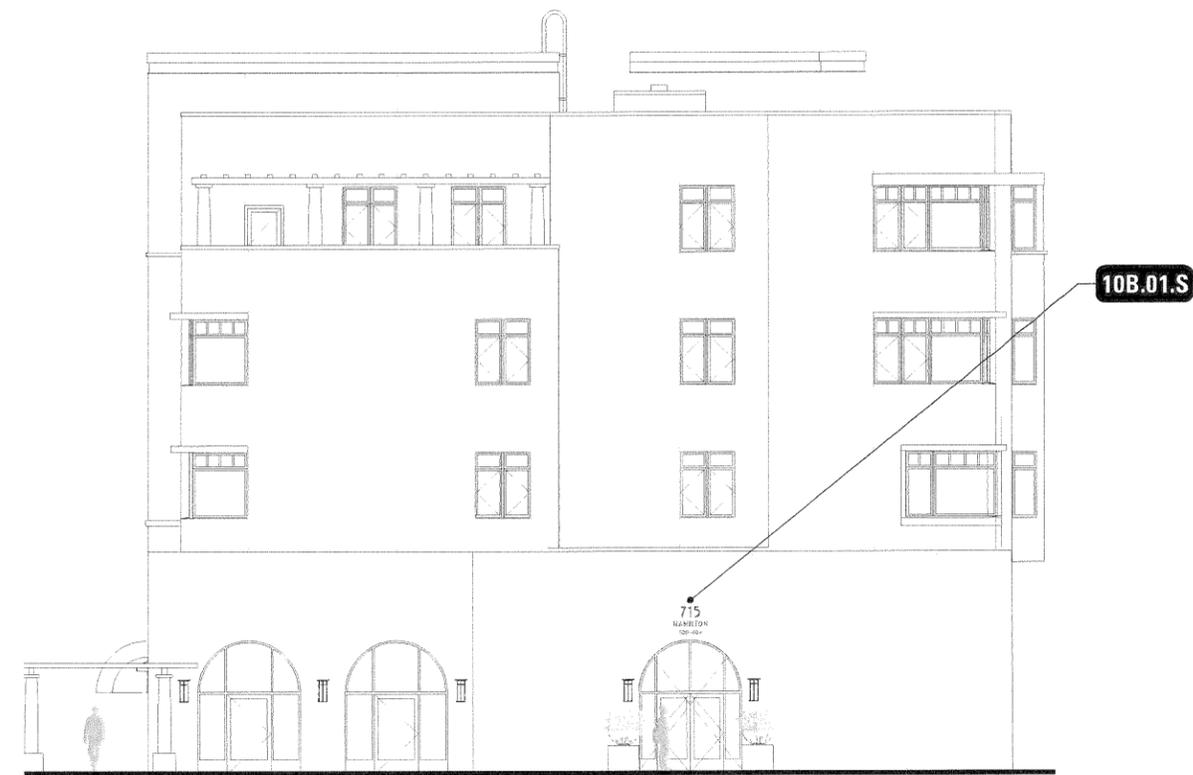
**Partial North
 Elevation -
 Building B**

Elevation

G5



1 WEST ELEVATION - BUILDING A
SCALE: 1/16" = 1'-0"



2 EAST ELEVATION - BUILDING A
SCALE: 1/16" = 1'-0"



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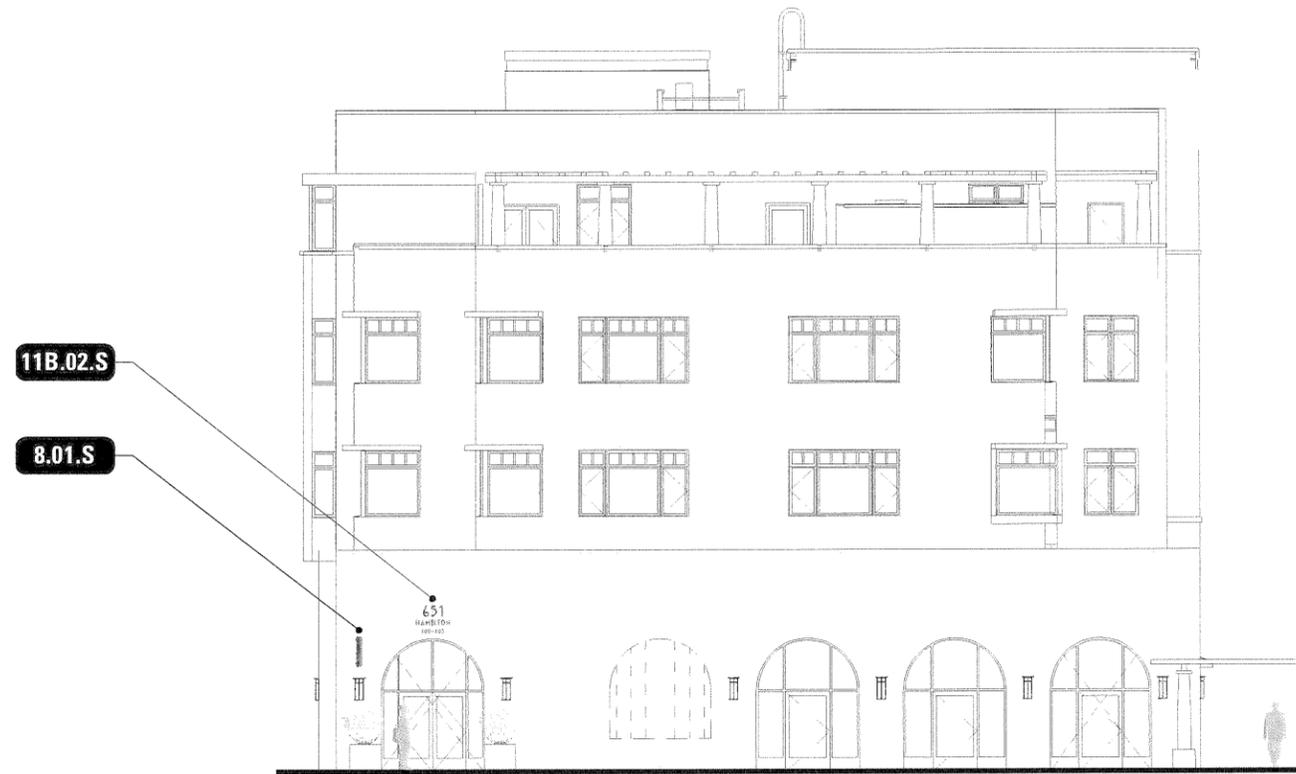
**West & East
Elevations -
Building A**

Elevations

G6



1 EAST ELEVATION - BUILDING B
SCALE: 1/16" = 1'-0"



2 WEST ELEVATION - BUILDING B
SCALE: 1/16" = 1'-0"



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**East & West
Elevations -
Building B**

Elevations

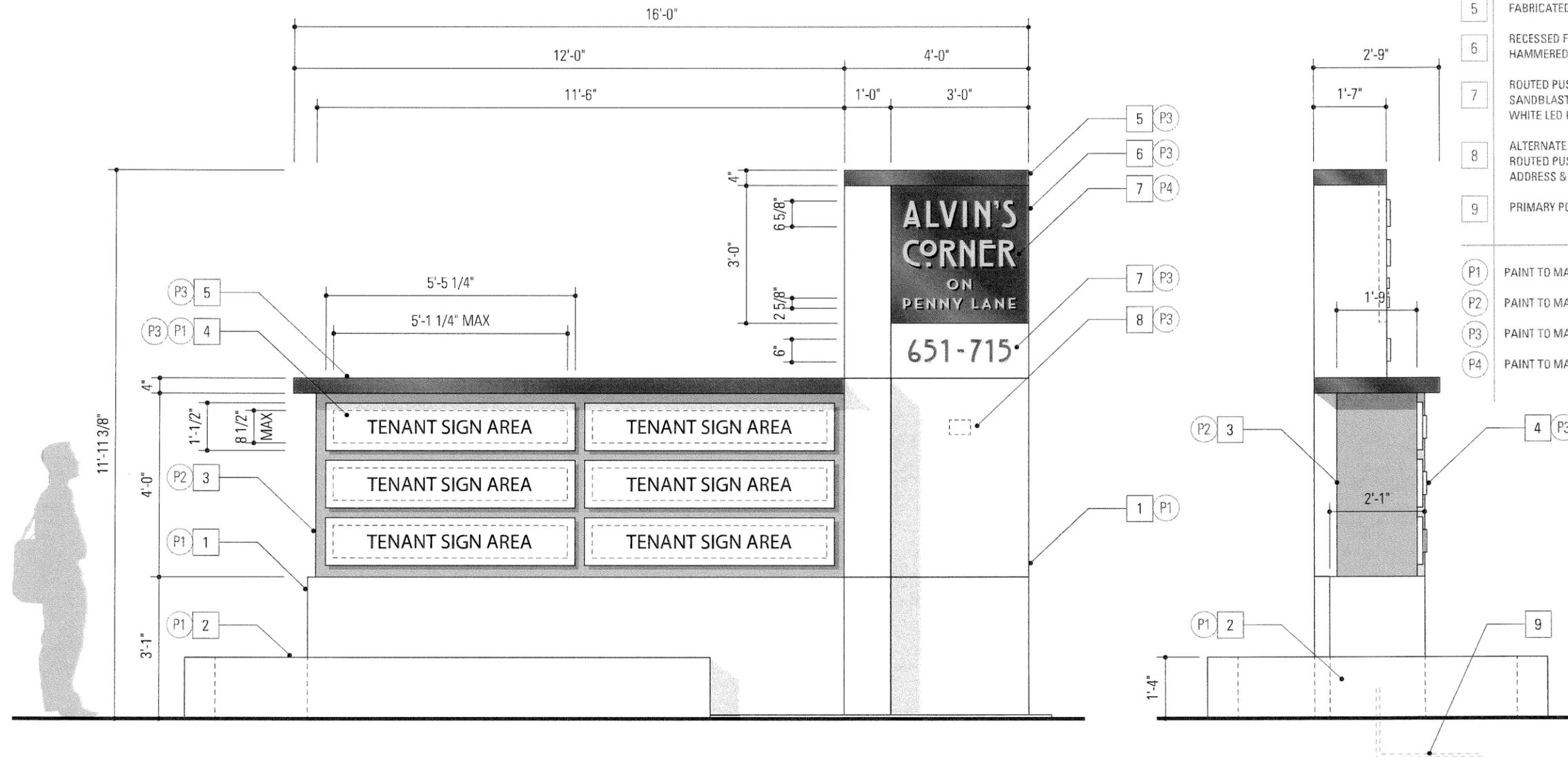
G7

NOTES

Item_ST1_PrimRetailMonu.ai

SIGN TO BE DOUBLE-SIDED WITH A PERPENDICULAR ORIENTATION TO STREET - SUBJECT TO FURTHER REFINEMENT DURING THE SHOP DRAWING & SIGN PERMIT PROCESS

- 1 FABRICATED ALUMINUM CABINET WITH PLASTER FINISH TO MATCH BUILDING & PAINT FINISH - ALTERNATE: CMU CONSTRUCTION WITH PLASTER FINISH & PAINT FINISH
 - 2 CMU CONSTRUCTION LANDSCAPE PLANTER WITH SMOOTH STEEL TROWELED PLASTER FINISH TO MATCH BUILDING & PAINT FINISH
 - 3 FABRICATED ALUMINUM CABINET WITH PAINT FINISH
 - 4 FABRICATED ALUMINUM PAN FACES WITH PAINT FINISH & ROUTED PUSHED THRU CLEAR ACRYLIC TENANT LOGOTYPES WITH SANDBLASTED RETURNS & PAINTED ALUMINUM METAL FACES FOR WHITE LED HALO ILLUMINATION - ALL LOGOTYPE FACES IN THE SAME COLOR - MAX SYMBOL OR LETTER HEIGHT IS 8 1/2" HIGH
 - 5 FABRICATED ALUMINUM CAP WITH PAINT FINISH
 - 6 RECESSED FLUSH FABRICATED ALUMINUM PAN WITH BALL PEENED HAMMERED FINISH & PAINT FINISH
 - 7 ROUTED PUSHED THRU CLEAR ACRYLIC LETTERS/NUMERALS WITH SANDBLASTED RETURNS & PAINTED ALUMINUM METAL FACES FOR WHITE LED HALO ILLUMINATION
 - 8 ALTERNATE: DECORATIVE EXTERNAL UP-LIGHT FIXTURE IN LIEU OF ROUTED PUSHED THRU INTERNALLY ILLUMINATED HALO LIT ADDRESS & PROJECT NAME
 - 9 PRIMARY POWER TO SIGN BY OTHERS - ONE 20 AMP CIRCUIT
-
- P1 PAINT TO MATCH FRAZEE CLW 1015W YARROW - FLAT
 - P2 PAINT TO MATCH PRATT & LAMBERT 18-22 ARTICHOKE - SATIN
 - P3 PAINT TO MATCH PRATT & LAMBERT 32-17 ANUBIS - SATIN
 - P4 PAINT TO MATCH LIGHT METALLIC BRONZE - SATIN



1 SIGN TYPE 1 - PRIMARY RETAIL MONUMENT SIGN - FRONT ELEVATION
SCALE: 3/8" = 1'-0"

2 LEFT SIDE ELEVATION
SCALE: 3/8" = 1'-0"



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Sign Type 1

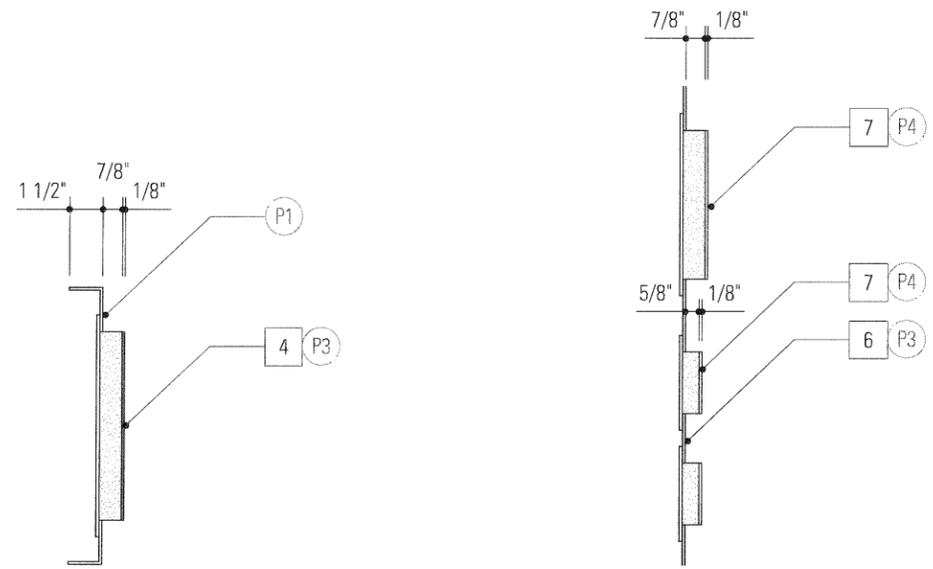
Primary Retail Monument Sign

G8

NOTES

- 1 FABRICATED ALUMINUM CABINET WITH PLASTER FINISH TO MATCH BUILDING & PAINT FINISH - ALTERNATE: CMU CONSTRUCTION WITH PLASTER FINISH & PAINT FINISH
 - 2 CMU CONSTRUCTION LANDSCAPE PLANTER WITH SMOOTH STEEL TROWELED PLASTER FINISH TO MATCH BUILDING & PAINT FINISH
 - 3 PLANTING AREA
 - 4 FABRICATED ALUMINUM PAN FACES WITH PAINT FINISH & ROUTED PUSHED THRU CLEAR ACRYLIC TENANT LOGOTYPES WITH SANDBLASTED RETURNS & PAINTED ALUMINUM METAL FACES FOR WHITE LED HALO ILLUMINATION - ALL LOGOTYPE FACES IN THE SAME COLOR
 - 5 FABRICATED ALUMINUM CAP WITH PAINT FINISH
 - 6 RECESSED FLUSH FABRICATED ALUMINUM PAN WITH BALL PEENED HAMMERED FINISH & PAINT FINISH
 - 7 ROUTED PUSHED THRU CLEAR ACRYLIC LETTERS/NUMERALS WITH SANDBLASTED RETURNS & PAINTED ALUMINUM METAL FACES FOR WHITE LED HALO ILLUMINATION
 - 8 1" HIGH CAST CONCRETE MOW STRIP
 - 9 PRIMARY POWER TO SIGN BY OTHERS - ONE 20 AMP CIRCUIT
-
- P1 PAINT TO MATCH FRAZEE CLW 1015W YARROW - FLAT
 - P3 PAINT TO MATCH PRATT & LAMBERT 32-17 ANUBIS - SATIN
 - P4 PAINT TO MATCH LIGHT METALLIC BRONZE - SATIN

SIGN TO BE DOUBLE-SIDED WITH A PERPENDICULAR ORIENTATION TO STREET - SUBJECT TO FURTHER REFINEMENT DURING THE SHOP DRAWING & SIGN PERMIT PROCESS

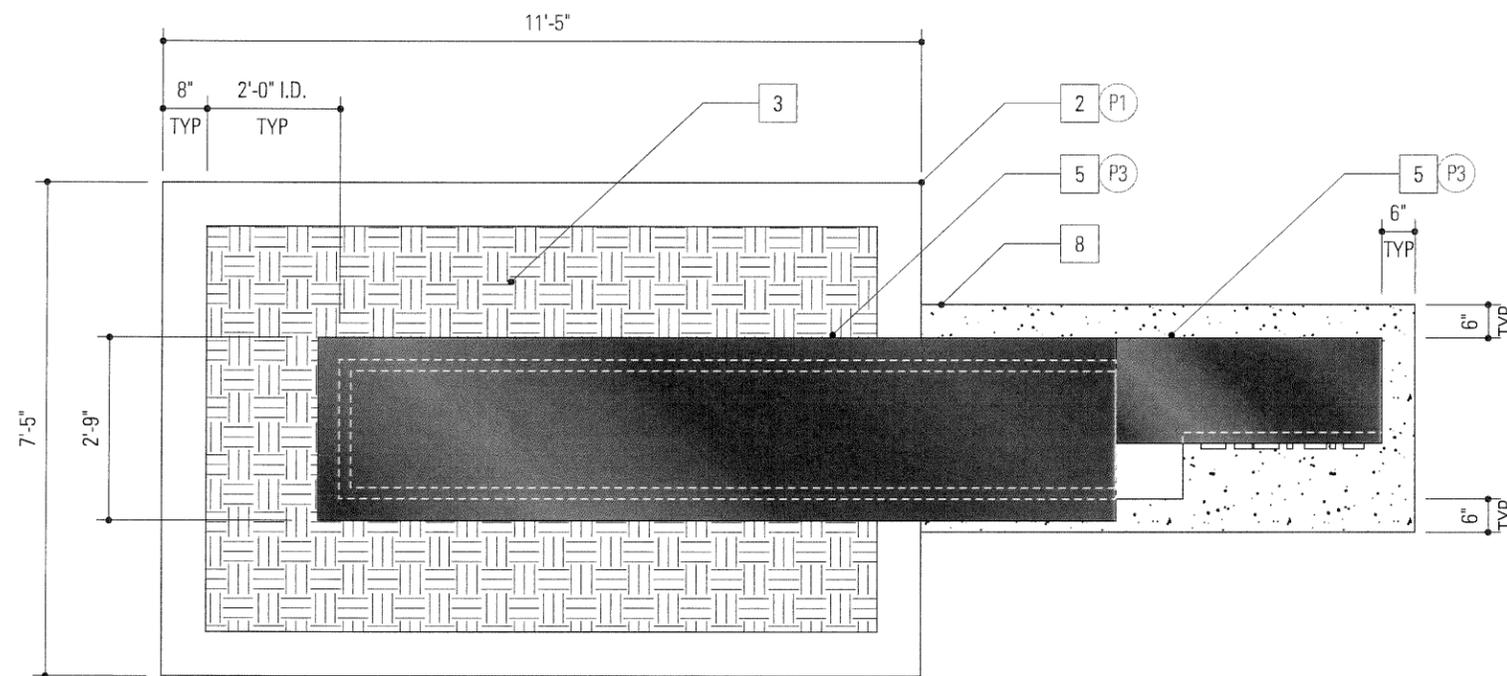


3 SECTION THRU TENANT SIGN PANEL

SCALE: 1 1/2" = 1'-0"

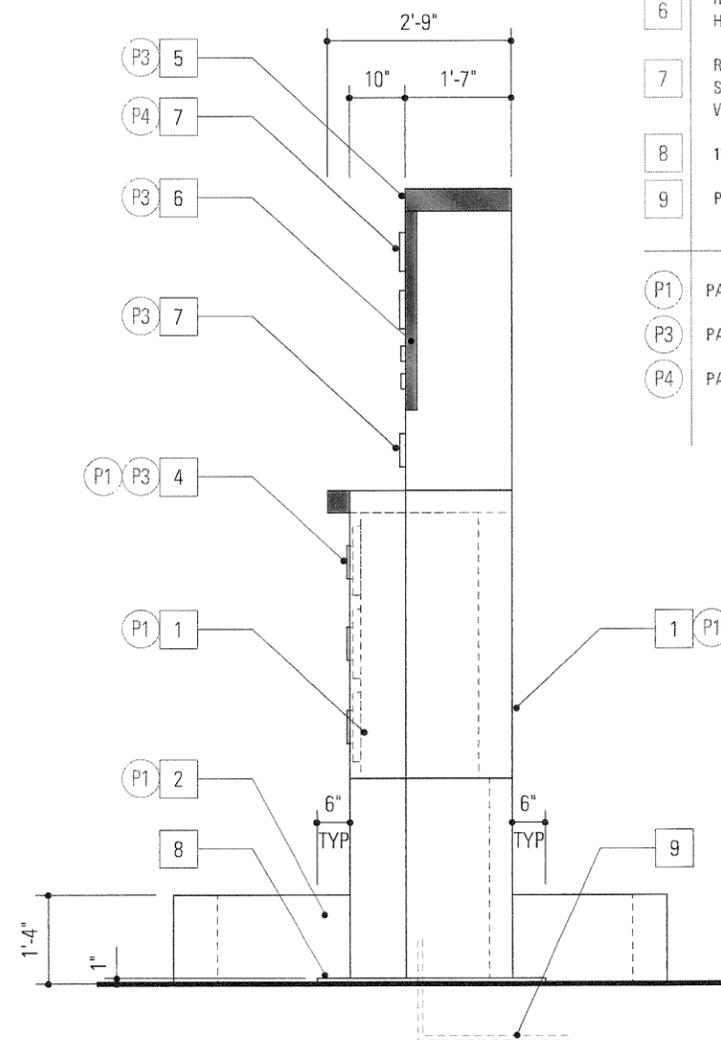
4 SECTION THRU LOGO PANEL

SCALE: 1 1/2" = 1'-0"



1 SIGN TYPE 1 - PRIMARY RETAIL MONUMENT SIGN - PLAN VIEW

SCALE: 3/8" = 1'-0"



2 RIGHT SIDE ELEVATION

SCALE: 3/8" = 1'-0"



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Alvin's Corner on Penny Lane
The Lofts on Penny Lane
 Site Signage Program

Signage and Graphics Program
 Campbell, California
 Project No. 14014

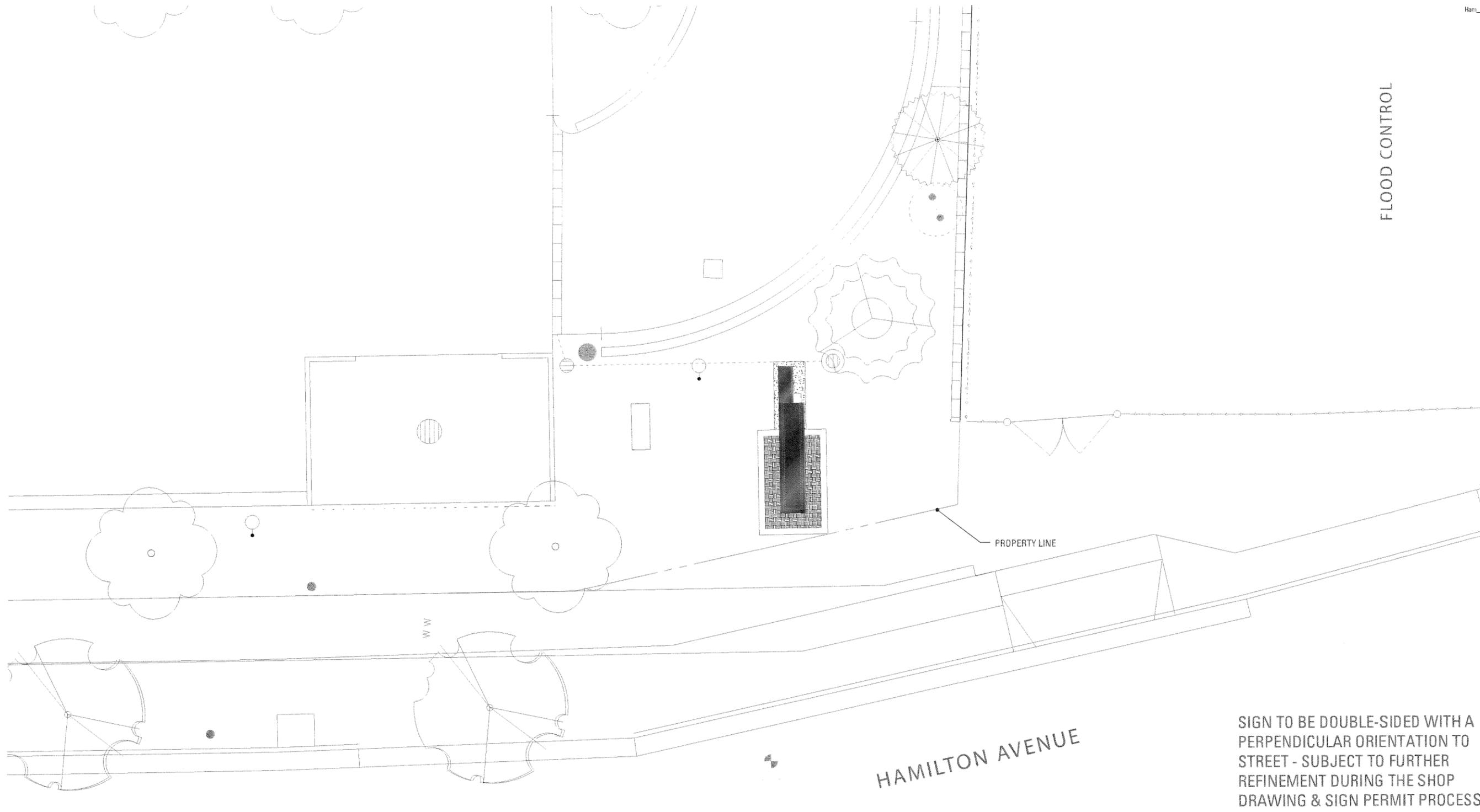
Alvin's Corner on Penny Lane, LLC
 Penny Lane Housing, LLC

Master Sign Plan Submittal 10.02.14 NP
 Revised 11.25.14 NP

Sign Type 1

Primary Retail Monument Sign

G9



1 PARTIAL PLAN - SIGN TYPE 1 - PRIMARY RETAIL MONUMENT SIGN

SCALE: 3/32" = 1'-0"

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The Lofts on Penny Lane
 Site Signage Program

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 Campbell, California
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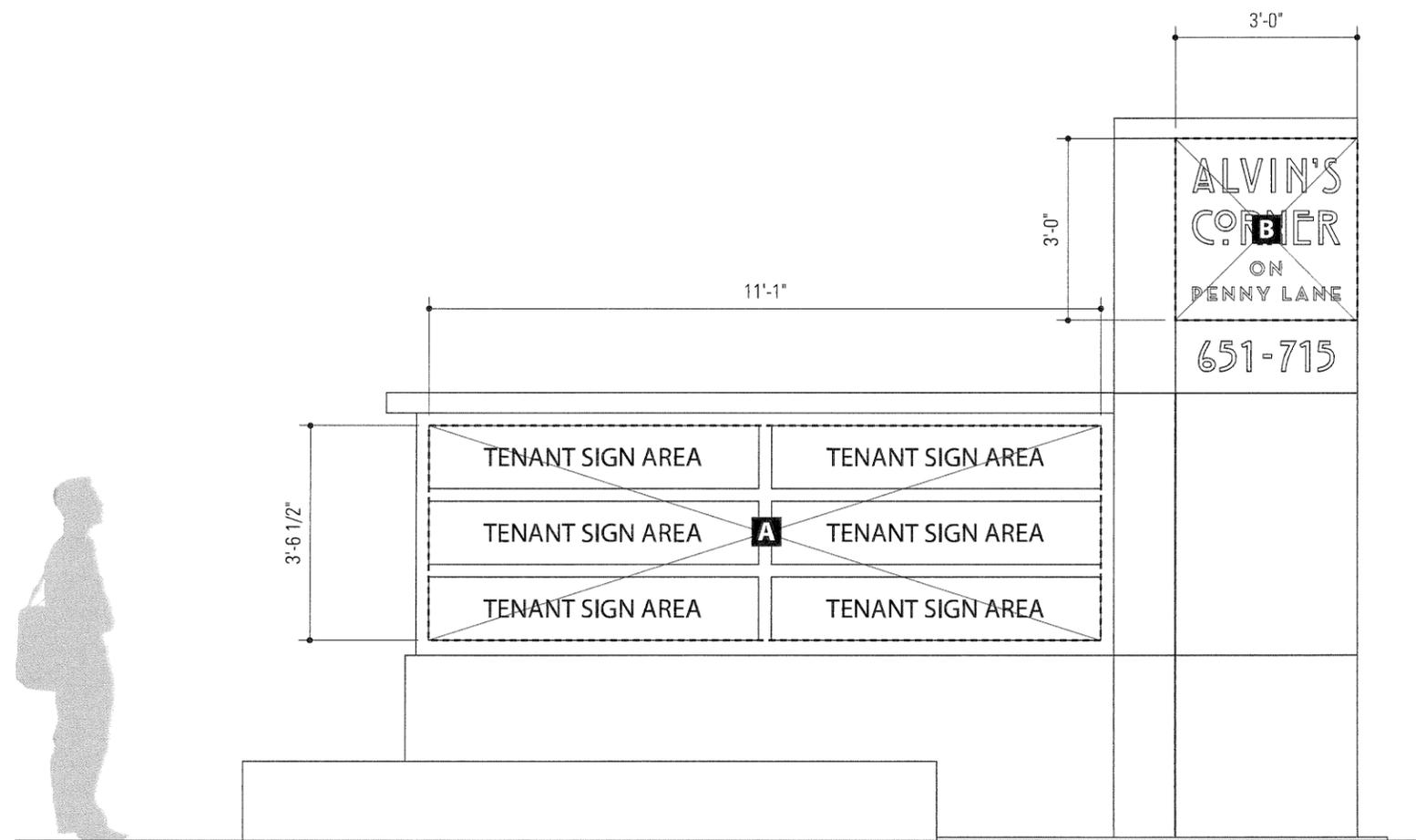
Master Sign Plan Submittal 10.02.14 NP
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Sign Type 1
Partial Plan

Primary Retail Monument Sign

G10

SIGN TO BE DOUBLE-SIDED WITH A PERPENDICULAR ORIENTATION TO STREET - SUBJECT TO FURTHER REFINEMENT DURING THE SHOP DRAWING & SIGN PERMIT PROCESS



FREESTANDING SIGN

A = 11'-1" X 3'-6 1/2" (11.08 X 3.54) = 39.24 SQ. FT.
 B = 3'-0" X 3'-0" (3 X 3) = 9 SQ. FT.

TOTAL SIGN AREA (A+B) = 48.24 SQ. FT.
 ALLOWED = 50 SQ. FT. MAX.

1 SIGN TYPE 1 - PRIMARY RETAIL MONUMENT SIGN - FRONT ELEVATION - SIGN AREA CALCULATIONS

SCALE: 3/8" = 1'-0"

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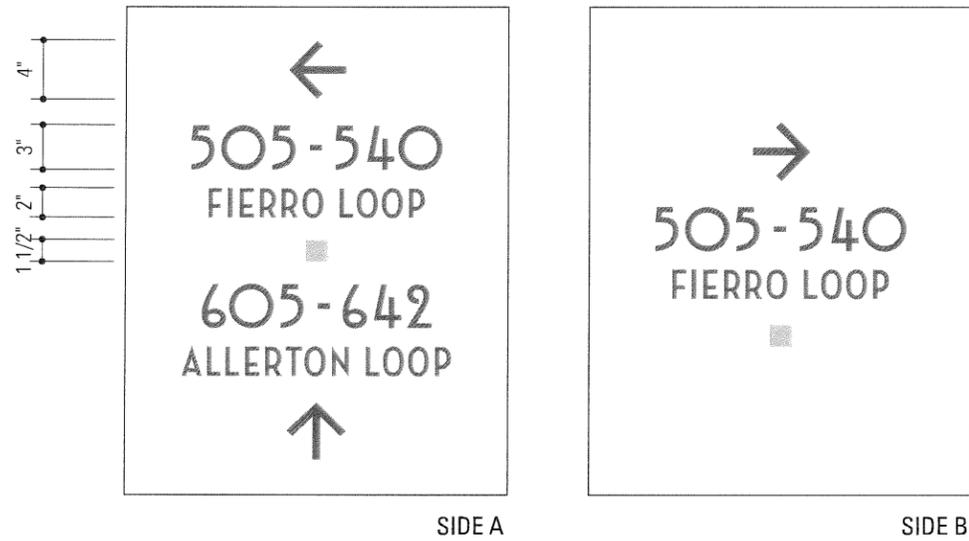
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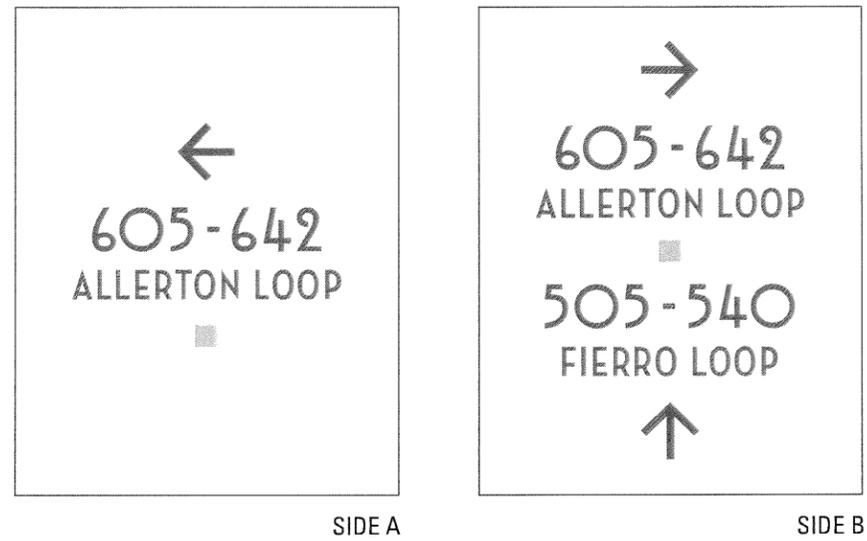
**Sign Type 1
 Sign Area
 Calculations**

Primary Retail Monument Sign

G11



4 SIGN NUMBER 3.01.S
SCALE: 1" = 1'-0"



5 SIGN NUMBER 3.02.S
SCALE: 1" = 1'-0"

NOTES Hgw_ST3_VehDir.dwg

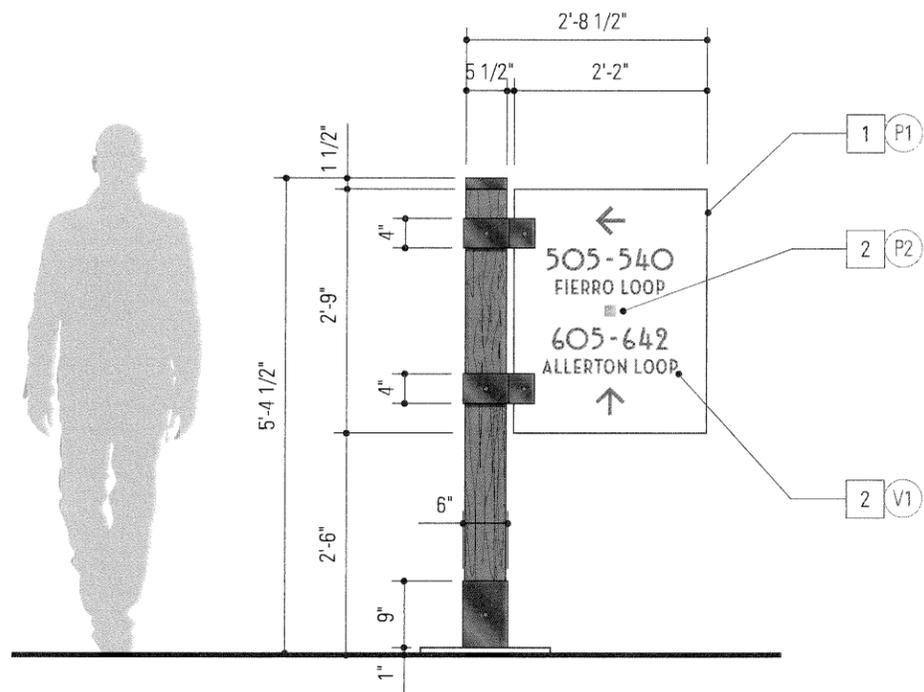
- 1 FABRICATED ALUMINUM PAN CABINET WITH PAINT FINISH
 - 2 APPLIED VINYL FILM GRAPHICS WITH CLEAR COAT
 - 3 6" X 6" CEDAR POST WITH STAIN FINISH
 - 4 FABRICATED ALUMINUM POST CAP WITH BALL PEENED HAMMERED FINISH & PAINT FINISH
 - 5 FABRICATED ALUMINUM BRACKETS & EXPOSED FASTENERS WITH PAINT FINISH
 - 6 FABRICATED ALUMINUM BASE TUBE WITH PAINT FINISH EMBEDDED INTO CONCRETE FOOTING
 - 7 1" HIGH CAST CONCRETE MOW STRIP
-
- P1 PAINT TO MATCH FRAZEE CLW 1015W YARROW - SATIN
 - P2 PAINT TO MATCH PRATT & LAMBERT 18-22 ARTICHOKE - SATIN
 - P3 PAINT TO MATCH PRATT & LAMBERT 32-17 ANUBIS - SATIN
 - P5 WOOD STAIN TO MATCH SIAM TEAK (PROJECT WOOD STAIN)
 - V1 3M SCOTCHCAL VINYL FILM 3630-69 DURANODIC

INFORMATIONAL/DIRECTIONAL SIGN

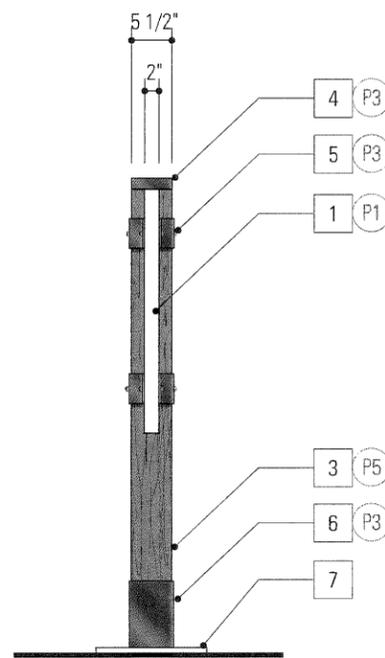
TOTAL SIGN AREA EACH = 6 SQ. FT.
ALLOWED = 6 SQ. FT. MAX. (EACH)
(EXEMPT FROM SIGN REGULATIONS)

Sign Type 3
shown for reference only.

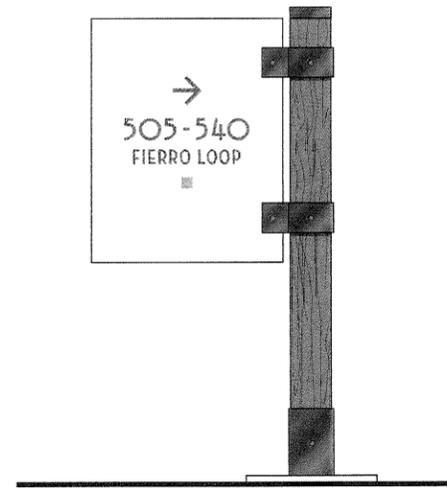
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Informational or Directional Signs:
On-site signs directing and guiding pedestrians and vehicles on private property, and having a maximum display area of six square feet.



1 SIGN TYPE 3 - VEHICULAR DIRECTIONAL - ELEVATION - SIDE A
SCALE: 1/2" = 1'-0"



2 SIDE VIEW
SCALE: 1/2" = 1'-0"



3 ELEVATION - SIDE B
SCALE: 1/2" = 1'-0"



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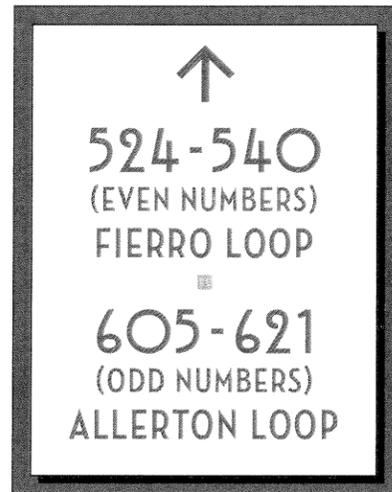
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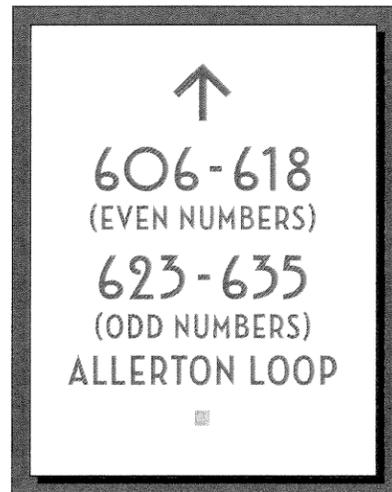
Sign Type 3

Vehicular Directional

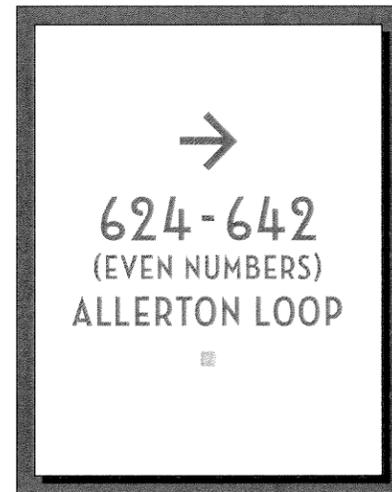
G12



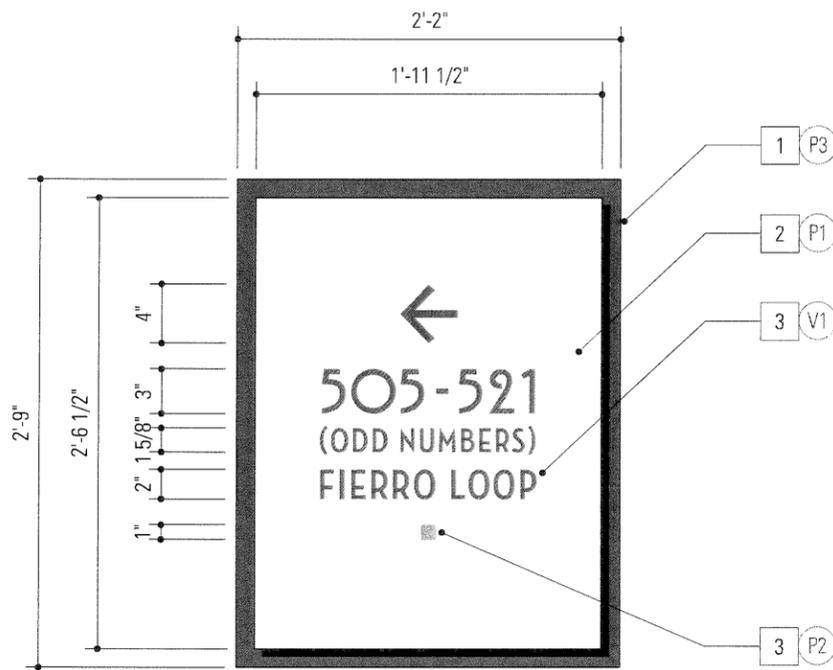
4 SIGN NUMBERS 4.03.S & 4.04.S
SCALE: 1" = 1'-0"



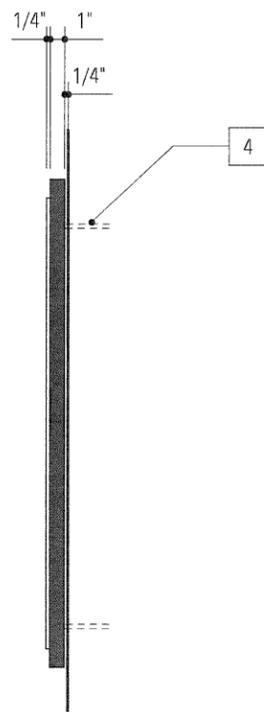
5 SIGN NUMBER 4.05.S
SCALE: 1" = 1'-0"



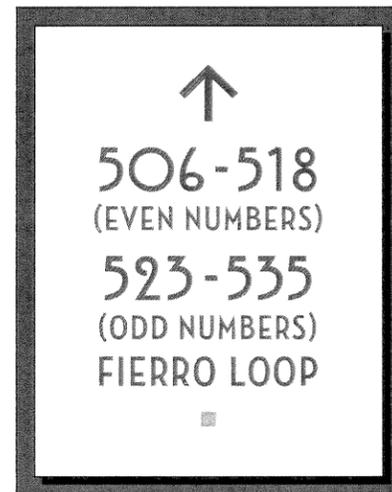
6 SIGN NUMBER 4.06.S
SCALE: 1" = 1'-0"



1 SIGN TYPE 4 - PEDESTRIAN DIRECTIONAL - SIGN NUMBER 4.01.S
SCALE: 1" = 1'-0"



2 SIDE VIEW
SCALE: 1" = 1'-0"



3 SIGN NUMBER 4.02.S
SCALE: 1" = 1'-0"

NOTES

Ham_ST4_PedDir.ai

- 1 FABRICATED ALUMINUM PAN CABINET WITH PAINT FINISH
 - 2 1/4" THK ALUMINUM PANEL WITH PAINT FINISH
 - 3 APPLIED VINYL FILM GRAPHICS WITH CLEAR COAT
 - 4 BLIND ANCHOR STUDS INTO PLASTER WALL
-
- P1 PAINT TO MATCH FRAZEE CLW 1015W YARROW - SATIN
 - P2 PAINT TO MATCH PRATT & LAMBERT 18-22 ARTICHOKE - SATIN
 - P3 PAINT TO MATCH PRATT & LAMBERT 32-17 ANUBIS - SATIN
 - V1 3M SCOTCHCAL VINYL FILM 3630-69 DURANODIC

INFORMATIONAL/DIRECTIONAL SIGN

TOTAL SIGN AREA EACH = 6 SQ. FT.
ALLOWED = 6 SQ. FT. MAX. (EACH)
(EXEMPT FROM SIGN REGULATIONS)

Sign Type 4
shown for reference only.

Signs is exempt per 21.30.040 (F)
Informational or Directional Signs:
On-site signs directing and guiding pedestrians and vehicles on private property, and having a maximum display area of six square feet.



Davies Associates

Environmental Graphics
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Alvin's Corner on Penny Lane
The Lofts on Penny Lane
Site Signage Program

Signage and Graphics Program
Campbell, California
Project No. 14014

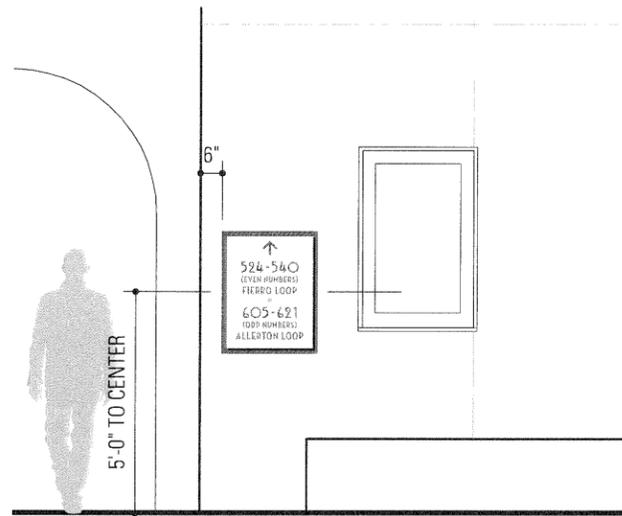
Alvin's Corner on Penny Lane, LLC
Penny Lane Housing, LLC

Master Sign Plan Submittal 10.02.14 NP

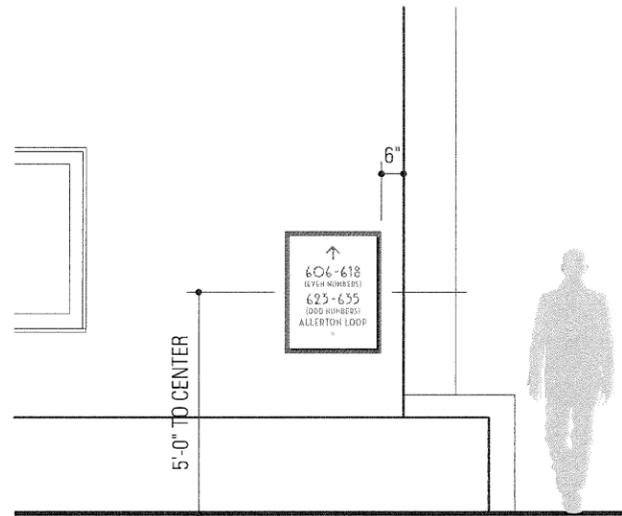
Sign Type 4

Pedestrian Directional

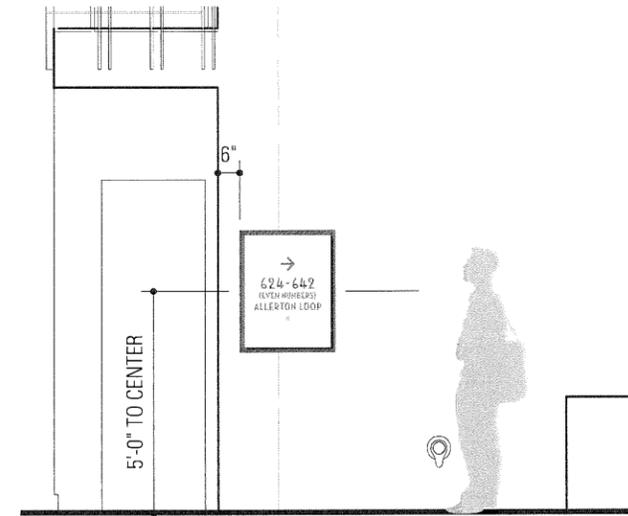
G13



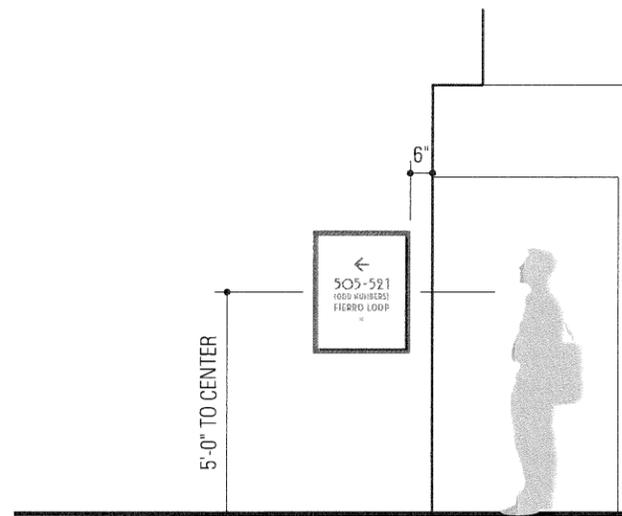
4 PARTIAL SOUTH ELEVATION - SIGN NUMBER 4.04.S
SCALE: 1/4" = 1'-0"



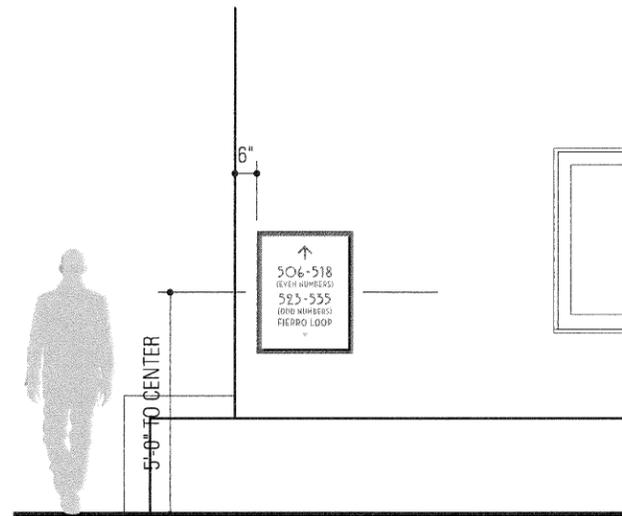
5 PARTIAL SOUTH ELEVATION - SIGN NUMBER 4.05.S
SCALE: 1/4" = 1'-0"



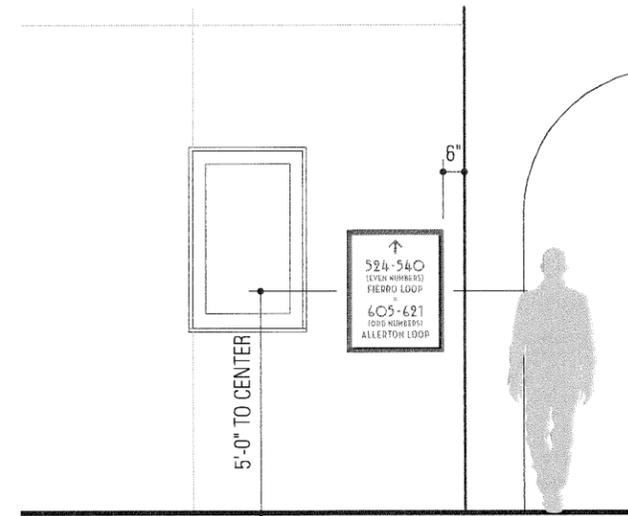
6 PARTIAL SOUTH ELEVATION - SIGN NUMBER 4.06.S
SCALE: 1/4" = 1'-0"



1 SIGN TYPE 4 - PARTIAL SOUTH ELEVATION - SIGN NUMBER 4.01.S
SCALE: 1/4" = 1'-0"



2 PARTIAL SOUTH ELEVATION - SIGN NUMBER 4.02.S
SCALE: 1/4" = 1'-0"



3 PARTIAL SOUTH ELEVATION - SIGN NUMBER 4.03.S
SCALE: 1/4" = 1'-0"

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**Alvin's Corner on Penny Lane
The Lofts on Penny Lane
Site Signage Program**

Signage and Graphics Program
Campbell, California
Project No. 14014

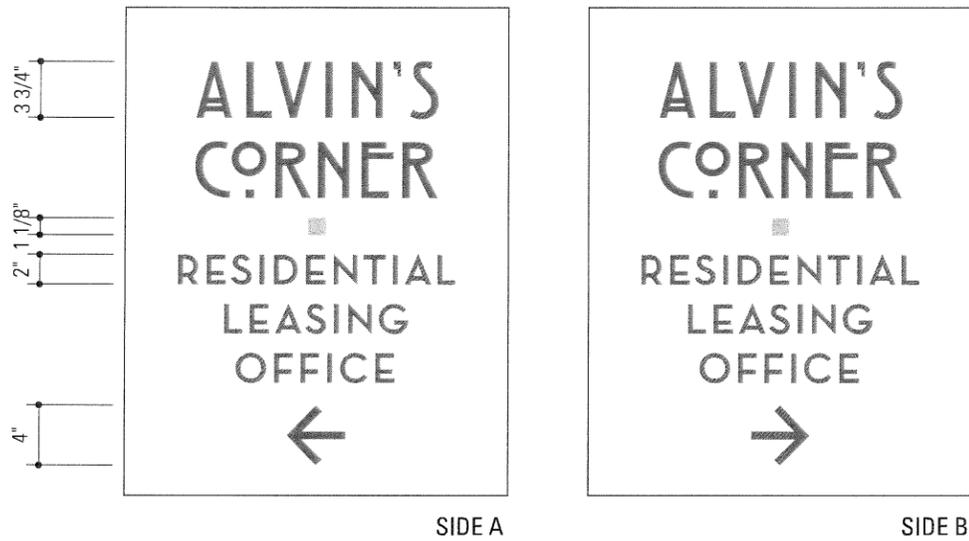
Alvin's Corner on Penny Lane, LLC
Penny Lane Housing, LLC

Master Sign Plan Submittal 10.02.14 NP

Sign Type 4

Pedestrian Directional

G14



4 SIGN NUMBER 7.01.S
SCALE: 1" = 1'-0"

NOTES Ham_ST7_Lease01r.ai

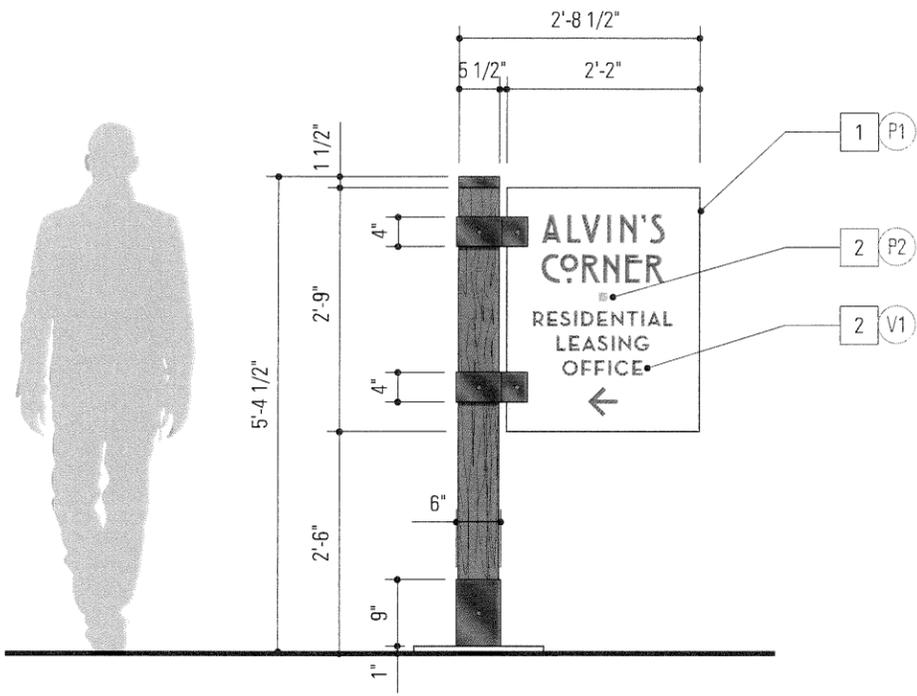
- 1 FABRICATED ALUMINUM PAN CABINET WITH PAINT FINISH
 - 2 APPLIED VINYL FILM GRAPHICS WITH CLEAR COAT
 - 3 6" X 6" CEDAR POST WITH STAIN FINISH
 - 4 FABRICATED ALUMINUM POST CAP WITH BALL PEENED HAMMERED FINISH & PAINT FINISH
 - 5 FABRICATED ALUMINUM BRACKETS & EXPOSED FASTENERS WITH PAINT FINISH
 - 6 FABRICATED ALUMINUM BASE TUBE WITH PAINT FINISH EMBEDDED INTO CONCRETE FOOTING
 - 7 1" HIGH CAST CONCRETE MOW STRIP
-
- P1 PAINT TO MATCH FRAZEE CLW 1015W YARROW - SATIN
 - P2 PAINT TO MATCH PRATT & LAMBERT 18-22 ARTICHOKE - SATIN
 - P3 PAINT TO MATCH PRATT & LAMBERT 32-17 ANUBIS - SATIN
 - P5 WOOD STAIN TO MATCH SIAM TEAK (PROJECT WOOD STAIN)
 - V1 3M SCOTCHCAL VINYL FILM 3630-69 DURANODIC

INFORMATIONAL/DIRECTIONAL SIGN

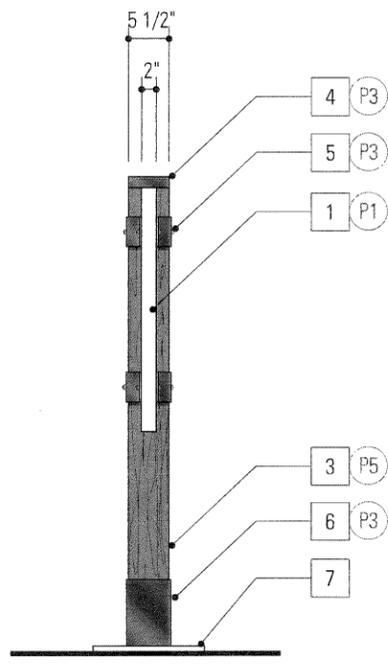
TOTAL SIGN AREA = 6 SQ. FT.
ALLOWED = 6 SQ. FT. MAX. (EACH)
(EXEMPT FROM SIGN REGULATIONS)

Sign Type 7
shown for reference only.

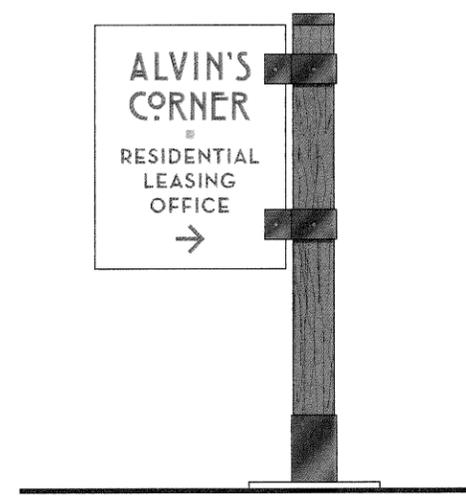
Signs is exempt per 21.30.040 (F)
Informational or Directional Signs:
On-site signs directing and guiding pedestrians and vehicles on private property, and having a maximum display area of six square feet.



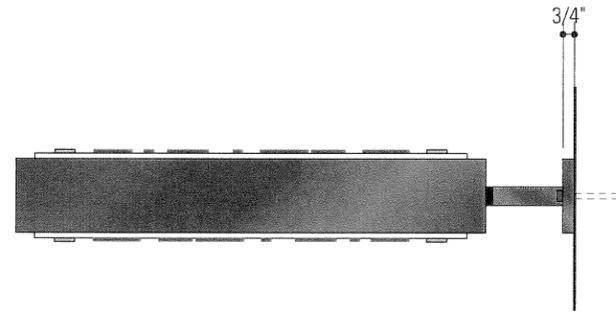
1 SIGN TYPE 7 - LEASING DIRECTIONAL - ELEVATION - SIDE A
SCALE: 1/2" = 1'-0"



2 SIDE VIEW
SCALE: 1/2" = 1'-0"

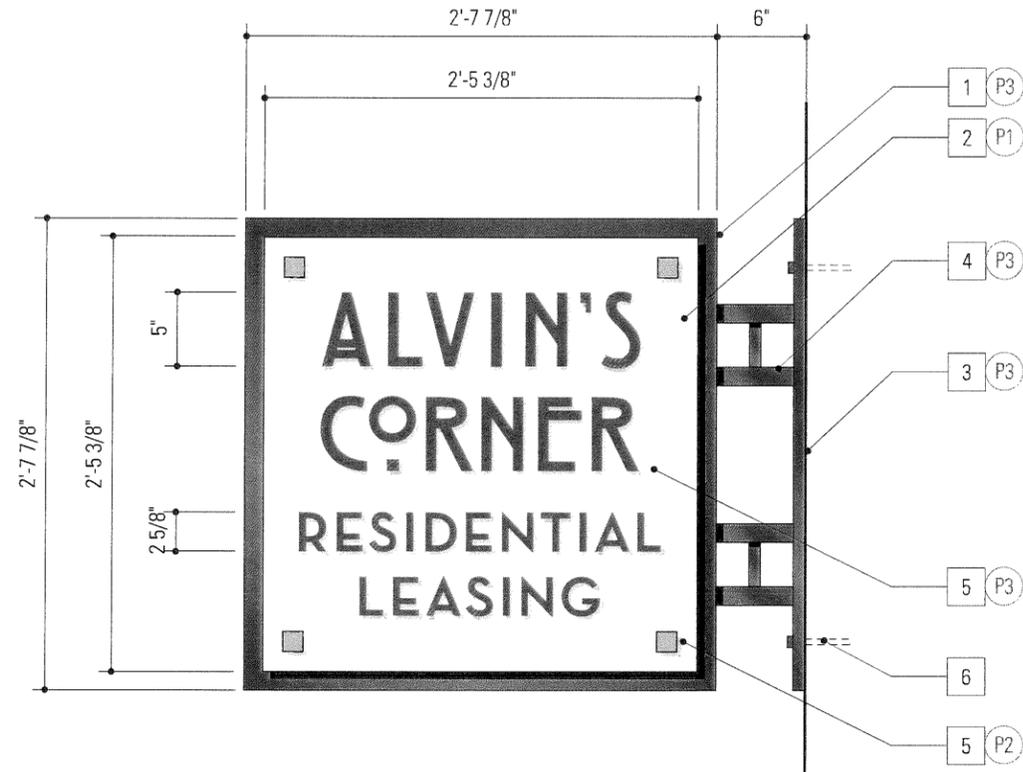


3 ELEVATION - SIDE B
SCALE: 1/2" = 1'-0"



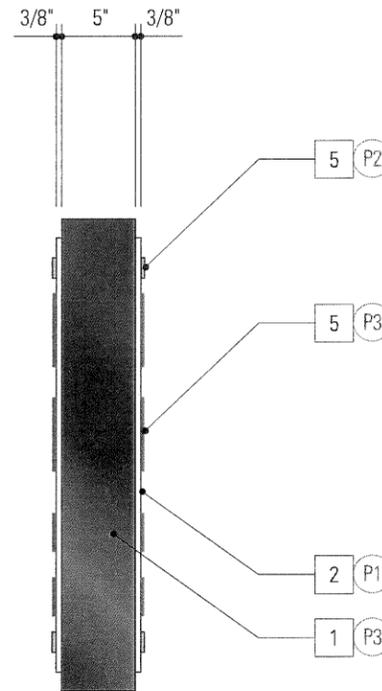
3 PLAN VIEW

SCALE: 1" = 1'-0"



1 SIGN TYPE 8 - LEASING BLADE SIGN - ELEVATION

SCALE: 1" = 1'-0"



2 SIDE VIEW

SCALE: 1" = 1'-0"

NOTES

Ham_STR_LeaseBlade.dwg

- 1 FABRICATED ALUMINUM PAN CABINET WITH PAINT FINISH - NON-ILLUMINATED
- 2 3/8" THK ALUMINUM PANEL WITH PAINT FINISH
- 3 FABRICATED ALUMINUM MOUNTING PLATE WITH BALL PEENED HAMMERED FINISH & PAINT FINISH
- 4 FABRICATED ALUMINUM TUBE FRAME WITH BALL PEENED HAMMERED FINISH WELDED TO SIGN CABINET & MOUNTING PLATE WITH PAINT FINISH
- 5 DIMENSIONAL CUT-OUT ALUMINUM GRAPHICS WITH PAINT FINISH
- 6 BLIND ANCHOR STUDS INTO PLASTER WALL

- P1 PAINT TO MATCH FRAZEE CLW 1015W YARROW - SATIN
- P2 PAINT TO MATCH PRATT & LAMBERT 18-22 ARTICHOKE - SATIN
- P3 PAINT TO MATCH PRATT & LAMBERT 32-17 ANUBIS - SATIN

INFORMATIONAL/DIRECTIONAL SIGN

TOTAL SIGN AREA = 5.98 SQ. FT.
 ALLOWED = 6 SQ. FT. MAX.
 (EXEMPT FROM SIGN REGULATIONS)

Sign Type 8
 shown for reference only.

Signs is exempt per 21.30.040 (F)
 Informational or Directional Signs:
 On-site signs directing and guiding pedestrians and vehicles on private property, and having a maximum display area of six square feet.



Davies Associates

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 9424 Dayton Way
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Alvin's Corner on Penny Lane
The Lofts on Penny Lane
 Site Signage Program

Signage and Graphics Program
 Campbell, California
 Project No. 14014

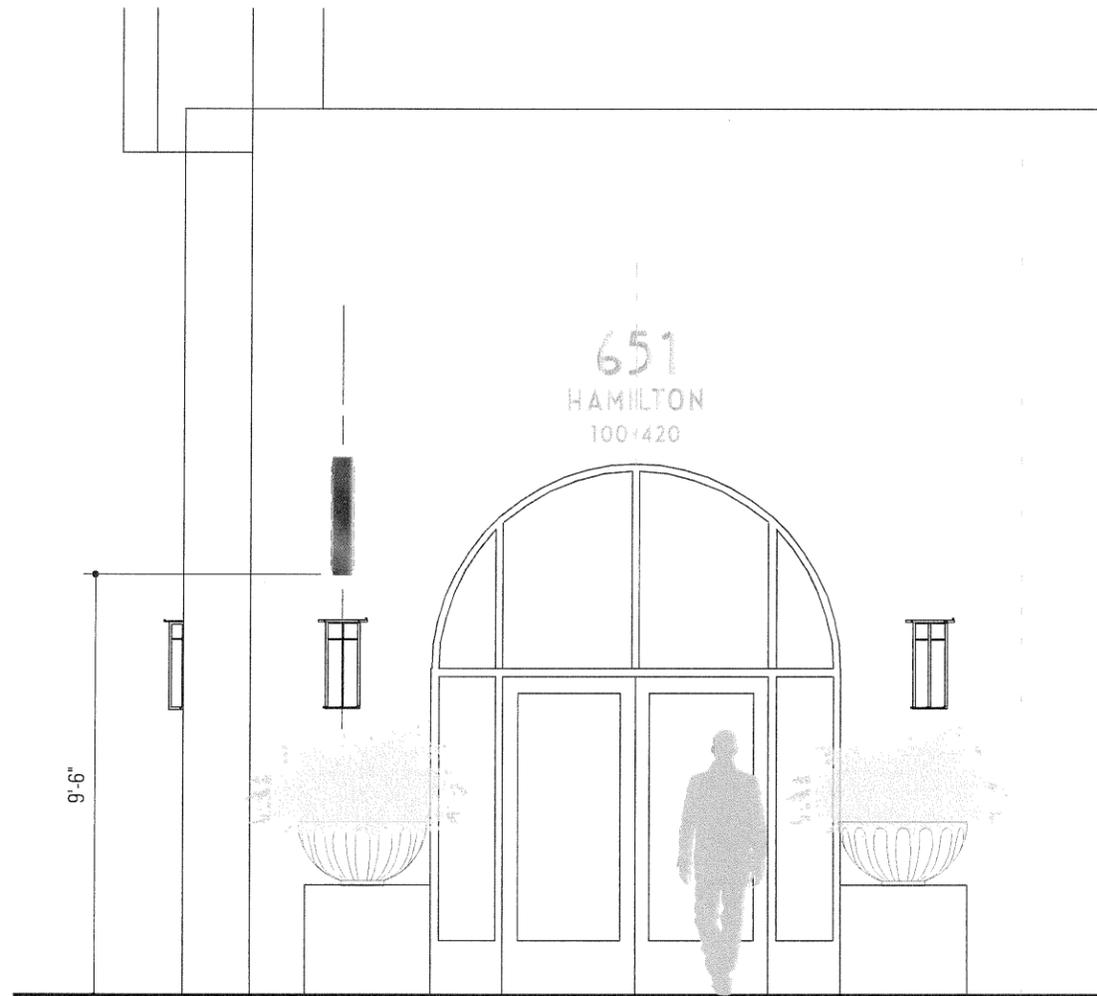
Alvin's Corner on Penny Lane, LLC
 Penny Lane Housing, LLC

Master Sign Plan Submittal 10.02.14 NP

Sign Type 8

Leasing Blade Sign

G16



1 SIGN TYPE 8 - PARTIAL WEST ELEVATION - BUILDING B
SCALE: 1/4" = 1'-0"



2 PARTIAL NORTH ELEVATION - BUILDING B
SCALE: 1/4" = 1'-0"



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**Alvin's Corner on Penny Lane
The Lofts on Penny Lane**
Site Signage Program

Signage and Graphics Program
Campbell, California
Project No. 14014

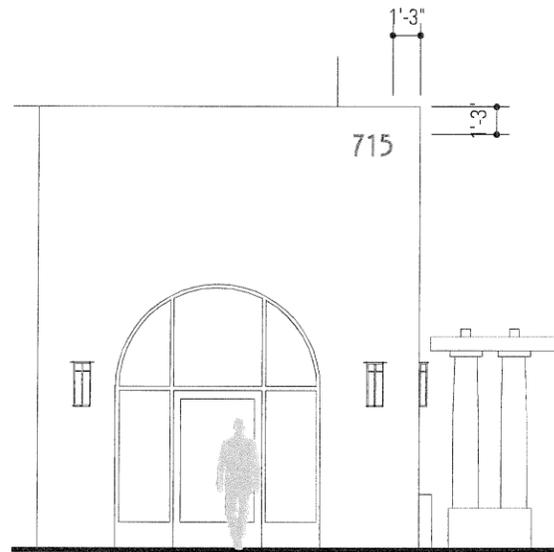
Alvin's Corner on Penny Lane, LLC
Penny Lane Housing, LLC

Master Sign Plan Submittal 10.02.14 NP

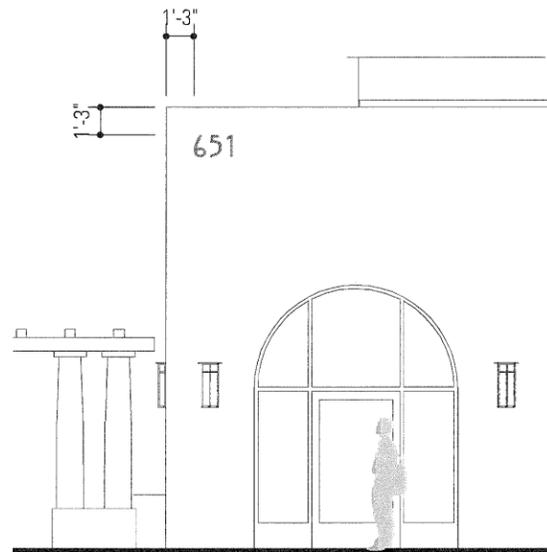
Sign Type 8

Leasing Blade Sign

G17



4 PARTIAL SOUTH ELEVATION - BUILDING A - SIGN NUMBER 10.01.S
SCALE: 1/8" = 1'-0"



4 PARTIAL SOUTH ELEVATION - BUILDING B - SIGN NUMBER 10.02.S
SCALE: 1/8" = 1'-0"

NOTES Ham_ST10_BlogAddLai

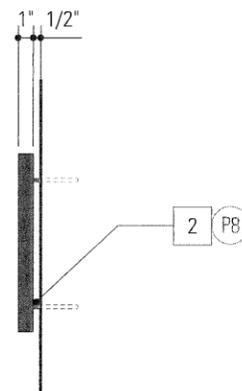
- 1 FABRICATED ALUMINUM REVERSE CHANNEL NUMERALS & LETTERS WITH PAINT FINISH - NON-ILLUMINATED
 - 2 BLIND ANCHOR STUDS WELDED TO INSIDE OF NUMERALS & LETTERS WITH 1/2" SPACERS OFF WALL - FASTENED INTO PLASTER WALL
-
- P8 HENTZEN AEROSPACE 1480 BLACK ALERT LIQUID REFLECTIVE COATING

Sign Type 10
shown for reference only.

Signs is exempt per 21.30.040 (F)
Informational or Directional Signs:
On-site signs directing and guiding pedestrians and vehicles on private property, and having a maximum display area of six square feet.



1 SIGN TYPE 10 - BUILDING ADDRESS - SIGN NUMBER 10.01.S
SCALE: 1" = 1'-0"



2 SIDE VIEW
SCALE: 1" = 1'-0"



3 ELEVATION - SIGN NUMBER 10.02.S
SCALE: 1" = 1'-0"



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Alvin's Corner on Penny Lane
The Lofts on Penny Lane
Site Signage Program

Signage and Graphics Program
Campbell, California
Project No. 14014

Alvin's Corner on Penny Lane, LLC
Penny Lane Housing, LLC

Master Sign Plan Submittal 10.02.14 NP
Revised 11.25.14 NP

Sign Type 10

Building Address

G18

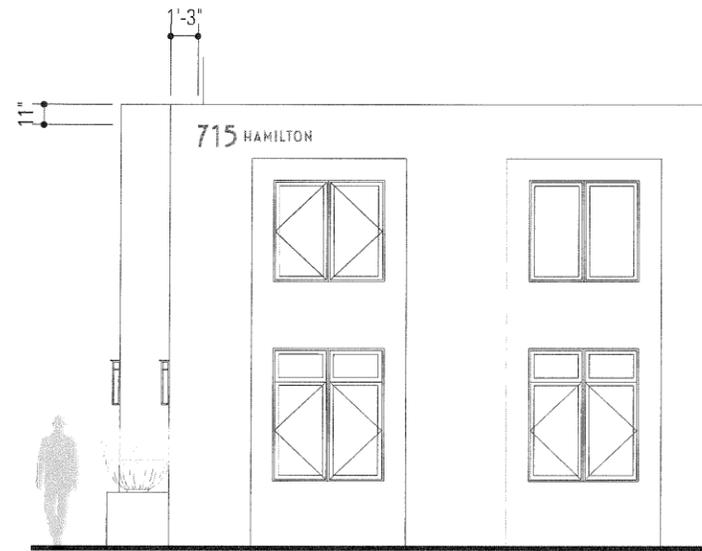
NOTES

Ham_ST10_BldgAddStai

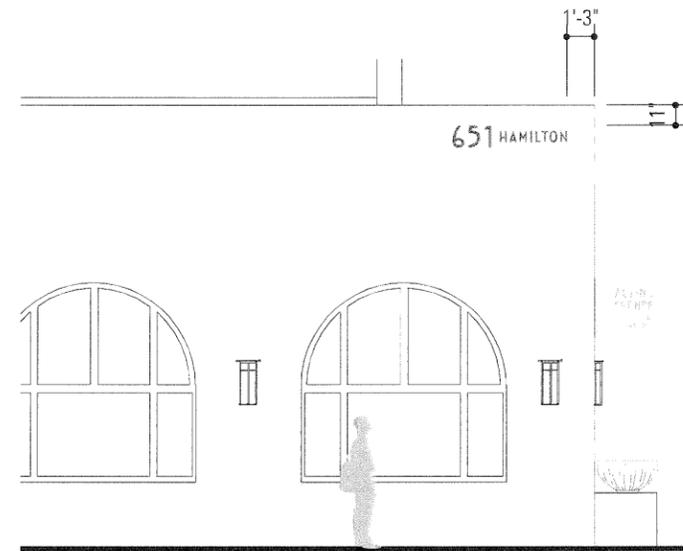
- 1 FABRICATED ALUMINUM REVERSE CHANNEL NUMERALS & LETTERS WITH PAINT FINISH - NON-ILLUMINATED
 - 2 BLIND ANCHOR STUDS WELDED TO INSIDE OF NUMERALS & LETTERS WITH 1/2" SPACERS OFF WALL - FASTENED INTO PLASTER WALL
-
- P8 HENTZEN AEROSPACE 1480 BLACK ALERT LIQUID REFLECTIVE COATING

Sign Type 10A
shown for reference only.

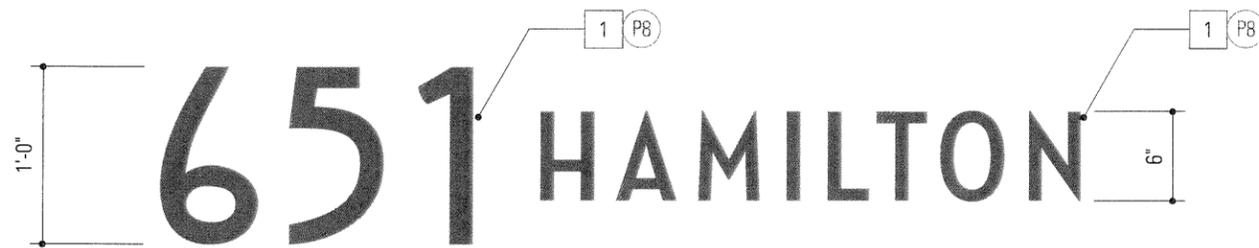
Signs is exempt per 21.30.040 (F)
Informational or Directional Signs:
On-site signs directing and guiding pedestrians and vehicles on private property, and having a maximum display area of six square feet.



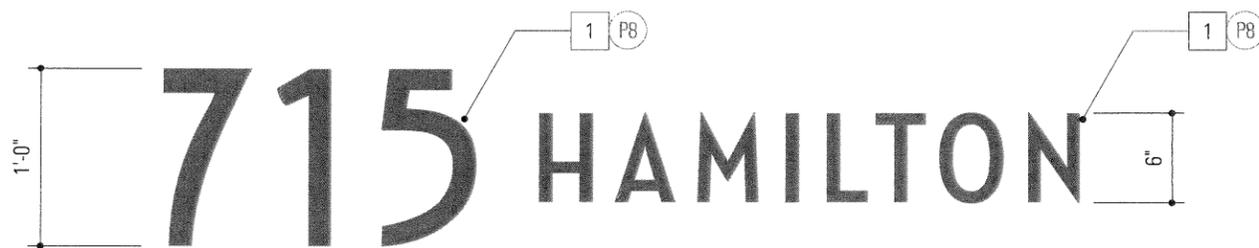
4 PARTIAL NORTH ELEVATION - BUILDING A - SIGN NUMBER 10A.01.S
SCALE: 1/8" = 1'-0"



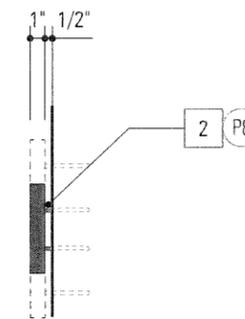
5 PARTIAL NORTH ELEVATION - BUILDING B - SIGN NUMBER 10A.02.S
SCALE: 1/8" = 1'-0"



2 SIGN TYPE 10A - BUILDING ADDRESS WITH STREET - SIGN NUMBER 10A.02.S
SCALE: 1" = 1'-0"



1 SIGN TYPE 10A - BUILDING ADDRESS WITH STREET - SIGN NUMBER 10A.01.S
SCALE: 1" = 1'-0"



3 SIDE VIEW
SCALE: 1" = 1'-0"



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Alvin's Corner on Penny Lane
The Lofts on Penny Lane
Site Signage Program

Signage and Graphics Program
Campbell, California
Project No. 14014

Alvin's Corner on Penny Lane, LLC
Penny Lane Housing, LLC

Master Sign Plan Submittal 10.02.14 NP
Revised 11.25.14 NP

Sign Type 10A

Building Address w/Street

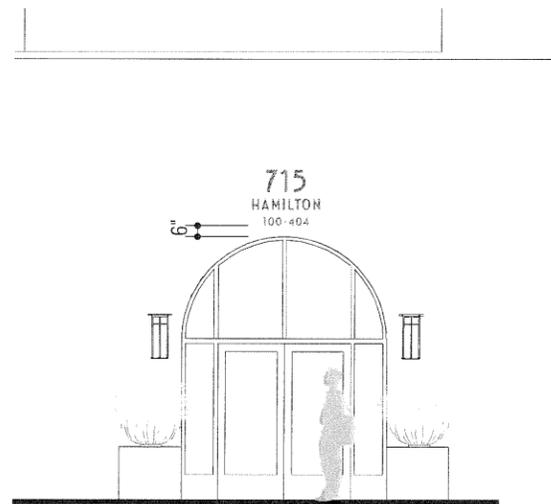
G19

NOTES

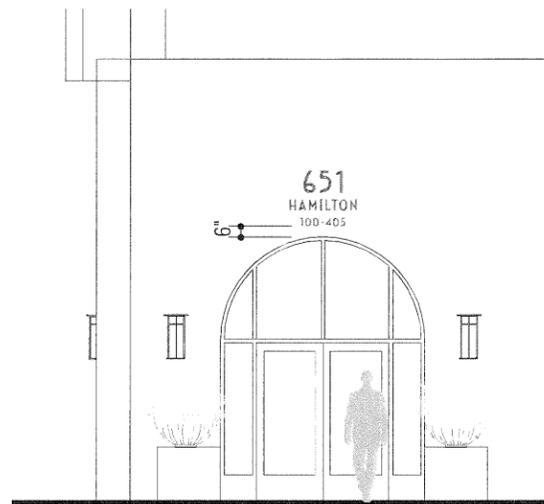
- 1 FABRICATED ALUMINUM REVERSE CHANNEL NUMERALS & LETTERS WITH PAINT FINISH - NON-ILLUMINATED
- 2 BLIND ANCHOR STUDS WELDED TO INSIDE OF NUMERALS & LETTERS WITH 1/2" SPACERS OFF WALL - FASTENED INTO PLASTER WALL
- P8 HENTZEN AEROSPACE 1480 BLACK ALERT LIQUID REFLECTIVE COATING

**Sign Type 10B
shown for reference only.**

Signs is exempt per 21.30.040 (F)
Informational or Directional Signs:
On-site signs directing and guiding pedestrians and vehicles on private property, and having a maximum display area of six square feet.



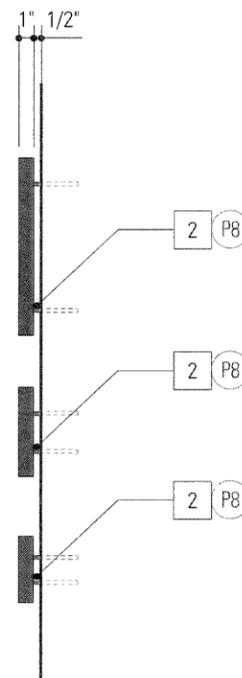
4 PARTIAL NORTH ELEVATION - BUILDING A - SIGN NUMBER 10B.01.S
SCALE: 1/8" = 1'-0"



5 PARTIAL NORTH ELEVATION - BUILDING B - SIGN NUMBER 10B.02.S
SCALE: 1/8" = 1'-0"



1 SIGN TYPE 10B - BUILDING ADDRESS APT ENTRY - SIGN NUMBER 10B.01.S
SCALE: 1" = 1'-0"



2 SIDE VIEW
SCALE: 1" = 1'-0"



3 ELEVATION - SIGN NUMBER 10B.02.S
SCALE: 1" = 1'-0"



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**Alvin's Corner on Penny Lane
The Lofts on Penny Lane
Site Signage Program**

Signage and Graphics Program
Campbell, California
Project No. 14014

Alvin's Corner on Penny Lane, LLC
Penny Lane Housing, LLC

Master Sign Plan Submittal 10.02.14 NP
Revised 11.25.14 NP

Sign Type 10B

Building Address - Apt Entry

G20

NOTES

Ham_ST11_RetailTenWall_06.rvt

- 1 FABRICATED ALUMINUM REVERSE CHANNEL LETTERS IN TENANT'S LOGO TYPE WITH WHITE LEDS FOR HALO ILLUMINATION
 - 2 BLIND ANCHOR STUDS ATTACHED TO INSIDE OF LETTERS WITH 1 1/2" SPACERS OFF WALL - FASTENED INTO PLASTER/CMU WALL
 - 3 CLEAR POLYCARBONATE BACKER
 - 4 PRIMARY POWER TO LOCATION BY OTHERS - DRIVER IN LETTERS OR REMOTE
-
- P3 PAINT TO MATCH PRATT & LAMBERT 32-17 ANUBIS - SATIN

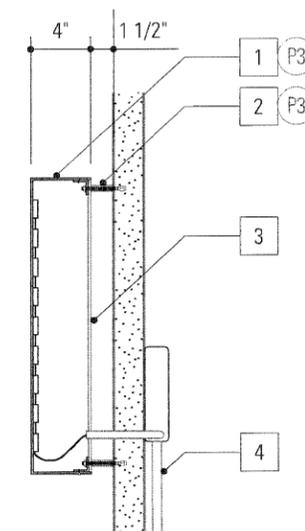
RETAIL TENANT WALL SIGN

ALLOWED = 1 SQ. FT. PER EACH LINEAR FOOT OF TENANT'S LEASE SPACE WITH A MINIMUM OF 20 SQ. FT. ALLOWED



1 SIGN TYPE 11 - RETAIL TENANT WALL SIGN - TYPICAL ELEVATION

SCALE: 1/4" = 1'-0"



2 TYPICAL SECTION THRU LETTER

SCALE: 1" = 1'-0"



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Alvin's Corner on Penny Lane
The Lofts on Penny Lane
 Site Signage Program

Signage and Graphics Program
 Campbell, California
 Project No. 14014

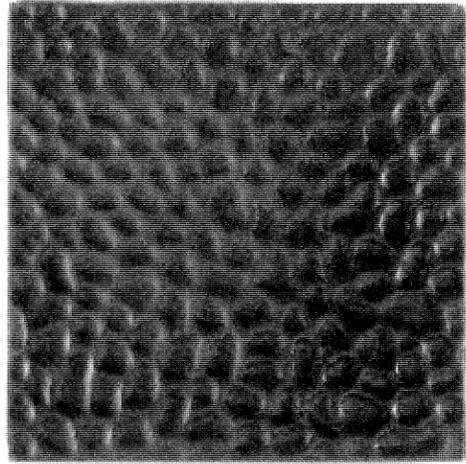
Alvin's Corner on Penny Lane, LLC
 Penny Lane Housing, LLC

Master Sign Plan Submittal 10.02.14 NP
 Revised 11.25.14 NP

Sign Type 11

Retail Tenant Wall Sign

G21



3 PROPOSED BALL PEENED HAMMERED FINISH
N.T.S.



1 EXAMPLE OF PROPOSED HALO ILLUMINATION - DAY (NOT ILLUMINATED)
N.T.S.



2 EXAMPLE OF PROPOSED HALO ILLUMINATION - NIGHT (ILLUMINATED)
N.T.S.



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Alvin's Corner on Penny Lane
The Lofts on Penny Lane
Site Signage Program

Signage and Graphics Program
Campbell, California
Project No. 14014

Alvin's Corner on Penny Lane, LLC
Penny Lane Housing, LLC

Master Sign Plan Submittal 10.02.14 NP

Proposed ST 1
Illumination &
Hammered
Finish

G22