



**CITY OF CAMPBELL**  
**Community Development Department**

July 31, 2015

**NOTICE OF PUBLIC HEARING**

Notice is hereby given that the Planning Commission of the City of Campbell has set the time of 7:30 p.m., or shortly thereafter, on Tuesday, **August 11, 2015**, in the City Hall Council Chambers, 70 North First Street, Campbell, California, for a Public Hearing to consider the application of Richard Schwartz, on behalf of Revere Campbell, for a Master Sign Plan with Sign Exception (PLN2015-135) for the new mixed use development located at **1677 S. Bascom Avenue** in a P-D (Planned Development) Zoning District. Staff is recommending that the Master Sign Plan be deemed Categorical Exempt under CEQA.

Interested persons may appear and be heard at this hearing. Please be advised that if you challenge the nature of the above project in court, you may be limited to raising only those issues you or someone else raised at the Public Hearing described in this Notice, or in written correspondence delivered to the City of Campbell Planning Commission at, or prior to, the Public Hearing. Questions may be addressed to the Community Development Department at (408) 866-2140.

Plans and architectural drawings may be viewed at the Planning Division office during normal business hours (8:00 a.m. – 5:00 p.m.) and on the City's 'Public Notices' web page (<http://www.cityofcampbell.com/501/Public-Notices>) under 'Planning Commission'.

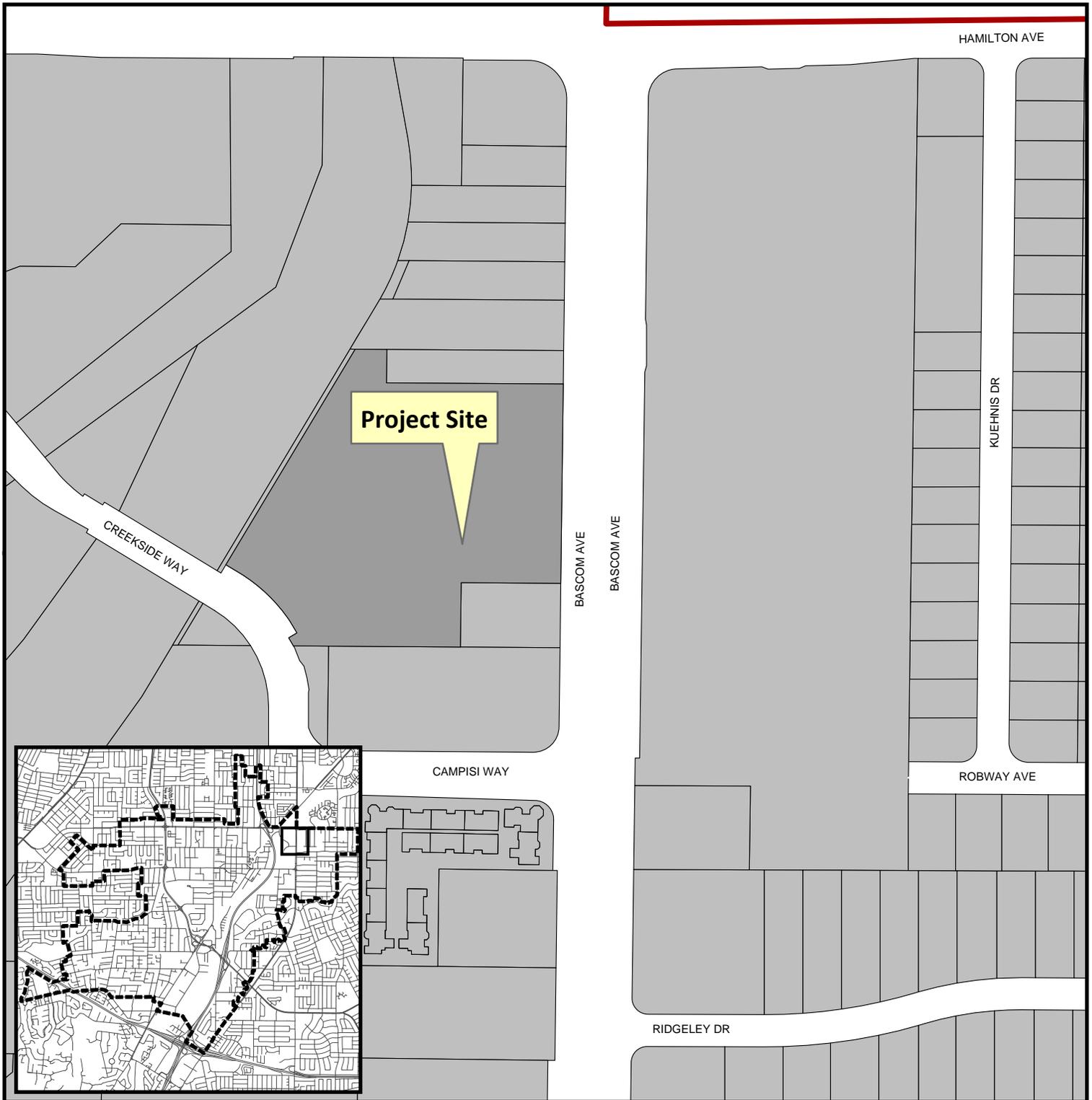
Decisions of the Planning Commission may be appealed to the City Council. Appeals must be submitted to the City Clerk in writing within 10 calendar days of an action by the Commission.

In compliance with the Americans with Disabilities Act, listening assistive devices are available for all meetings held in the Council Chambers. If you require accommodation, please contact the Community Development Department at (408) 866-2140, at least one week in advance of the meeting.

PLANNING COMMISSION  
CITY OF CAMPBELL  
PAUL KERMOYAN  
SECRETARY

PLEASE NOTE: When calling about this Notice,  
please refer to: **1677 S. Bascom Avenue**

# Project Location Map

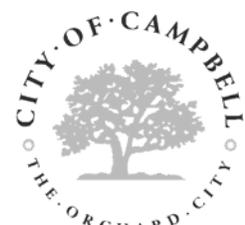
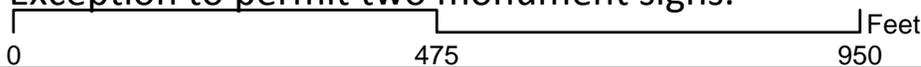


**Project Location:** 1677 S. Bascom Avenue

**Application Type:** Master Sign Plan w/ Sign Exception

**Planning File No.:** PLN2015-135

**Description:** To establish a Master Sign Plan for the Revere mixed-use development and allow a Sign Exception to permit two monument signs.



Community Development Department  
Planning Division

# SIGN SUMMARY

## DIRECTIONAL

	QTY.	SIZE	SIGN AREA	TOTAL AREA	
LEASING SIGN, WALL MOUNTED	1	2'-0"x2'-6"	5 SF	5 SF	
LEASING IN-GROUND	1	1'-6"x2'-0"	3 SF	3 SF	
"RETAIL PARKING ENTRANCE" LETTERS, WALL MOUNTED	1	18'-3"x1'-0"	18.25 SF	18.25 SF	
"RETAIL PARKING EXIT" LETTERS, WALL MOUNTED	1	13'-10"x1'-0"	13.83 SF	13.83 SF	
"RESIDENTIAL PARKING" LETTERS, WALL MOUNTED	2	14'-5"x1'-0"	14.42 SF	28.84 SF	
"LEASING" LETTERS, HANGING OR SUSPENDED	1	6'-4"x1'-2"	7.40 SF	7.40 SF	
				<b>76.32 SF</b>	<b>TOTAL</b>

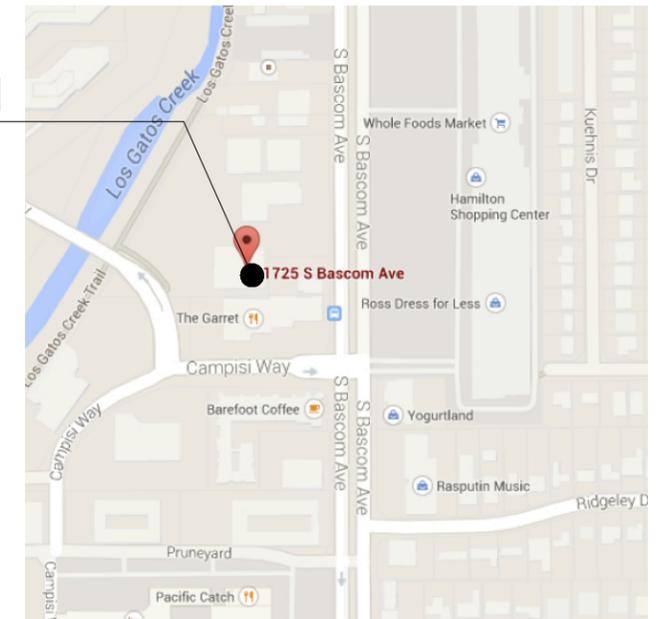
## IDENTIFICATION

"REVERE" AND LOGO, HANGING OR SUSPENDED BLADE SIGN (SINGLE SIDED)	1	1'-2"x3'-4"	3.9 SF	3.9 SF	
2-SIDED MONUMENT SIGN #1, COMMERCIAL (BASCOM)	1	6'-0" x 3'-6"	42 SF	42 SF	
2-SIDED MONUMENT SIGN #2, RESIDENTIAL (CREEKSIDE)	1	12'-0" x 4'-0"	96 SF	96 SF	
				<b>141.9 SF</b>	<b>TOTAL</b>

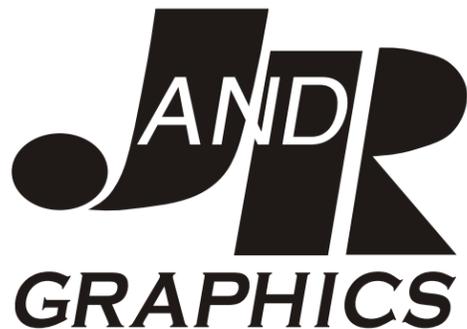
## COMMERCIAL

RETAIL TENANT IDENTIFICATION SIGN, WALL MOUNTED	5	2'-4" x 12'-0"	28 SF	140 SF	
				<b>140 SF</b>	<b>TOTAL</b>

## PROJECT LOCATION



REVERE MASTER SIGN PROGRAM  
1725 S. BASCOM AVENUE  
CAMPBELL, CA 95008

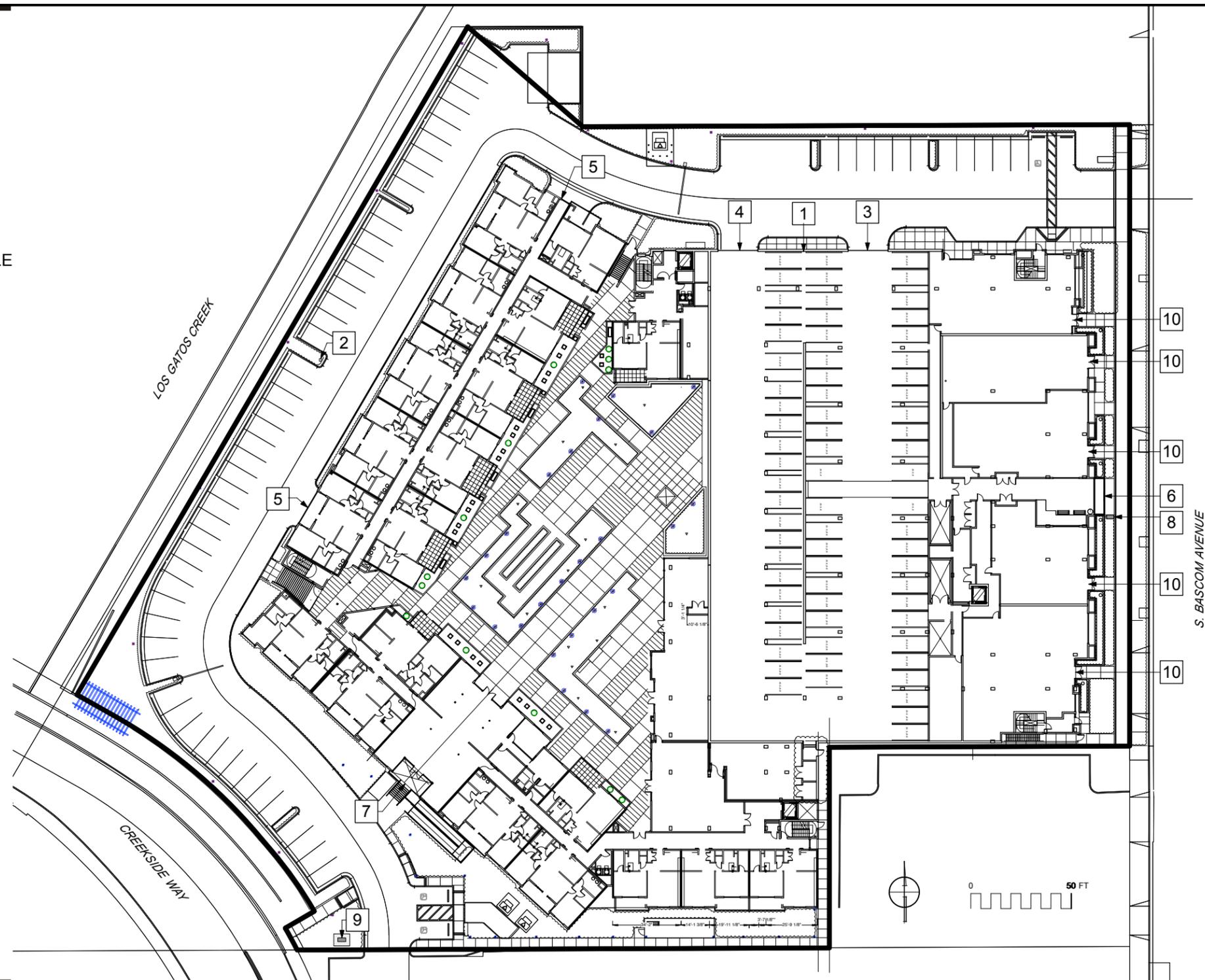


**Richard Schwartz**  
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richard@richardthesignguy.com

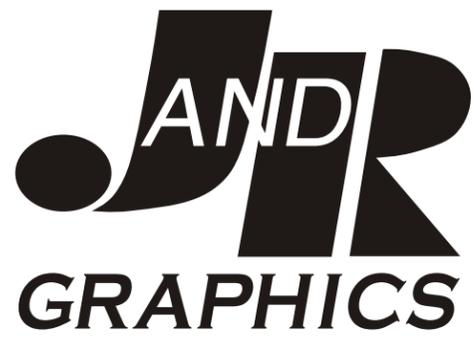
Project:	1725 S. BASCOM,
Date of Drawing:	JULY 10, 2015
Approved:	Approved with Changes:
Change and Resubmit:	

**SIGN TYPE**

- 1 LEASING SIGN, WALL MOUNTED
- 2 LEASING IN-GROUND DIRECTIONAL SIGN
- 3 "RETAIL PARKING ENTRANCE" LETTERS, WALL MOUNTED
- 4 "RETAIL PARKING EXIT" LETTERS, WALL MOUNTED
- 5 "RESIDENTIAL PARKING" LETTERS, WALL MOUNTED
- 6 "REVERE" AND LOGO - HANGING OR SUSPENDED BLADE SIGN (SINGLE
- 7 "LEASING" LETTERS, HANGING OR SUSPENDED
- 8 2-SIDED MONUMENT SIGN #1
- 9 2-SIDED MOUNUMENT SIGN #2
- 10 RETAIL IDENTIFICATION SIGN, WALL MOUNTED



1 SIGN LOCATION PLAN

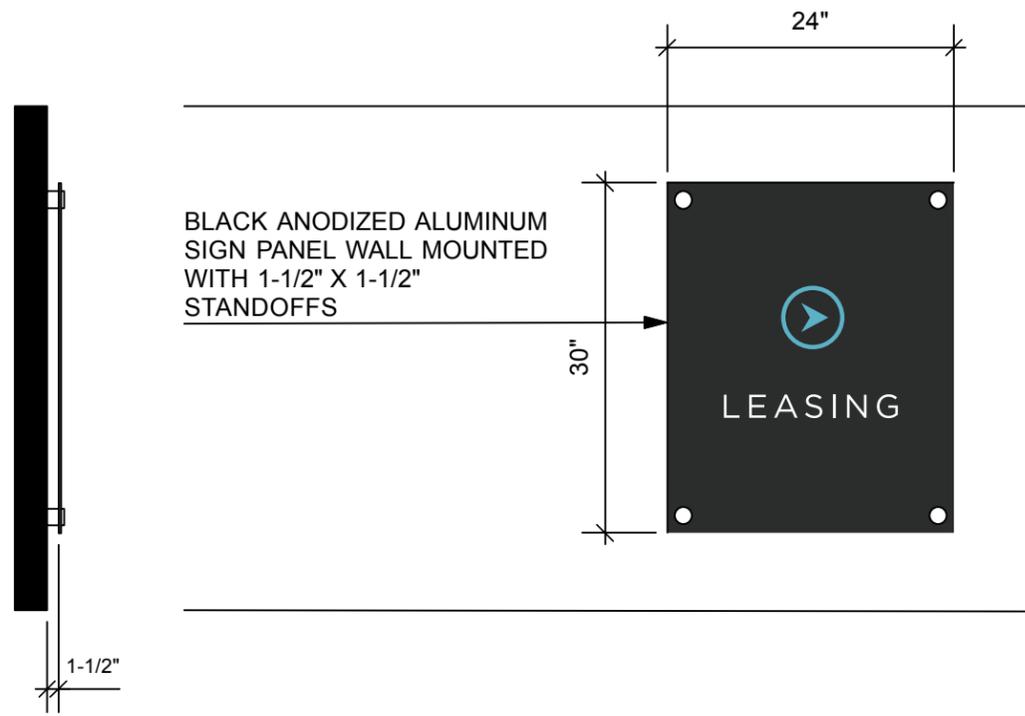


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Date of Drawing:	JULY 10, 2015
Approved:	Approved with Changes:
Change and Resubmit:	

**1 LEASING SIGN, WALL MOUNTED**

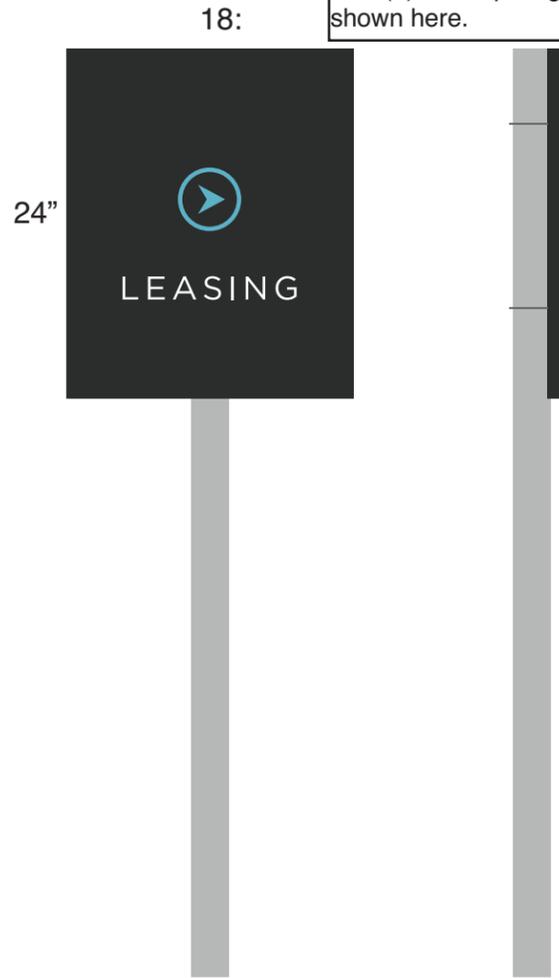
DIRECTIONAL / WAYFINDING



BLACK ANODIZED ALUMINUM SIGN PANEL WALL MOUNTED WITH 1-1/2" X 1-1/2" STANDOFFS

**2 LEASING SIGN, IN-GROUND**

Sign will be fabricated in shop. 2" aluminum Post will be planted in cement footing, 6"(dia) x 18"(deep). Sign face will be held onto pole with Two (2) U-Shape sign holders, as shown here.



Sign Type: Blade Directional  
 Quantity: Two (1) each as shown  
 Size: 24" x 30" & 18" x 24"

BACKGROUND  
 COLORS: Black  
 BACKPLATE COLOR (S): Black  
 THICKNESS: 1/8th"  
 MATERIAL: Aluminum

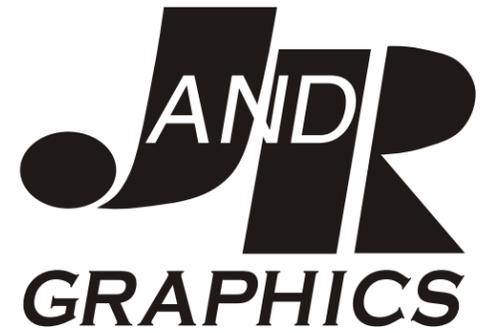
TEXT  
 LETTER STYLE (FONT): Gothic Light  
 COLOR: PMS-549 Blue & White Lettering  
 HEIGHT: 12"(h) ^ 4"(h)  
 POSITION/MARGIN/JUSTIFICATION: Center - Top

EDGES  
 ROUTED: \_\_\_\_\_ BEVELED: \_\_\_\_\_ CUSTOM EDGE TREATMENT: \_\_\_\_\_ POLISHED:

BRILLE  
 NONE:  EMBOSSED: \_\_\_\_\_ RASTER/COLOR: \_\_\_\_\_

CORNERS  
 SQUARE:  RADIUS(SIZE): \_\_\_\_\_

MOUNTING  
 D/S TAPE: \_\_\_\_\_ VELCRO: \_\_\_\_\_ HOLES: \_\_\_\_\_ MAGNETIC: \_\_\_\_\_  
 See explanation.



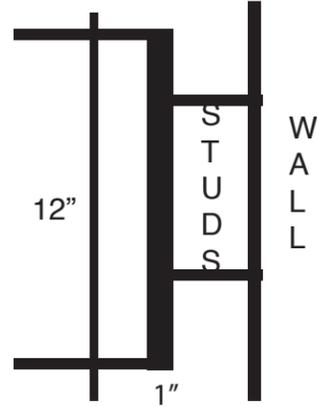
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Project:	1725 S. Bascom
Date of Drawing:	June 5, 2015
Approved:	Approved with Changes:
Change and Resubmit:	

3 "RESIDENTIAL PARKING ENTRANCE" LETTERS, WALL MOUNTED

12" RETAIL PARKING ENTRANCE

SIDE VIEW of Letters with blind stud mounting 18'-3"



12" RETAIL PARKING EXIT

13'-10"

4 "RESIDENTIAL PARKING EXIT" LETTERS, WALL MOUNTED

Sign Type: Flat Cut Out Lettering  
 Quantity: One Set of 38 letters  
 Size: 12"(h) x 1"(t)

BACKGROUND  
 COLORS:  
 BACKPLATE COLOR (S):  
 THICKNESS: 1"  
 MATERIAL: Aluminum

TEXT  
 LETTER STYLE (FONT): Gotham Light  
 COLOR:  
 HEIGHT: 12"  
 POSITION/MARGIN/JUSTIFICATION:

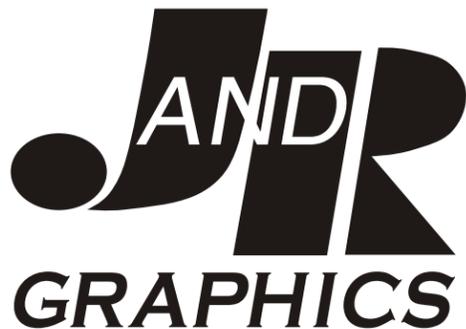
EDGES  
 ROUTED: BEVELED: CUSTOM EDGE TREATMENT: POLISHED: X

BRILLE  
 NONE: X EMBOSSED: RASTER/COLOR:

CORNERS  
 SQUARE: RADIUS(SIZE):

MOUNTING  
 D/S TAPE: VELCRO: HOLES: X MAGNETIC:

Blind stud mounting. Threaded screws with silicone.



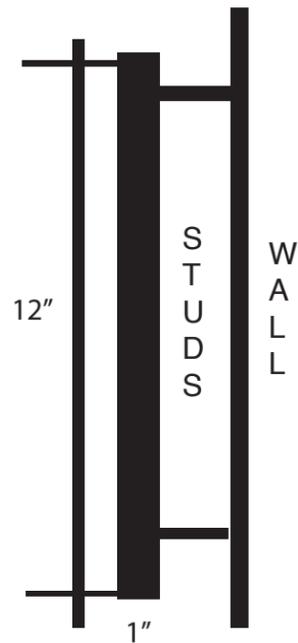
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Project:	1725 S. Bascom Avenue
Date of Drawing:	JULY 10, 2015
Approved:	Approved with Changes:
Change and Resubmit:	

FRONT VIEW



SIDE VIEW  
of Letters with blind stud mounting.



Sign Type: FLAT CUT OUT LETTERING  
 Quantity: 2 Sets of 16 letters each  
 Size: 12"(h) x 1"(t)

BACKGROUND

COLORS: \_\_\_\_\_  
 BACKPLATE COLOR (S): \_\_\_\_\_  
 THICKNESS: 1"  
 MATERIAL: Aluminum

TEXT

LETTER STYLE (FONT): Gotham Light  
 COLOR: \_\_\_\_\_  
 HEIGHT: 12"  
 POSITION/MARGIN/JUSTIFICATION: \_\_\_\_\_

EDGES

ROUTED: \_\_\_\_\_ BEVELED: \_\_\_\_\_ CUSTOM EDGE TREATMENT: \_\_\_\_\_ POLISHED:

BRILLE

NONE:  EMBOSSED: \_\_\_\_\_ RASTER/COLOR: \_\_\_\_\_

CORNERS

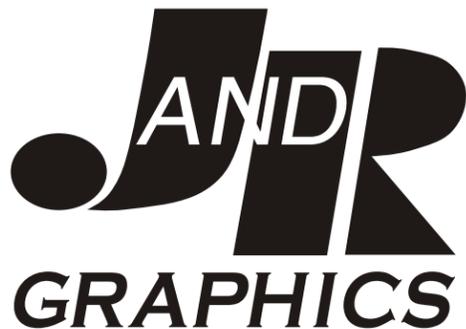
SQUARE: \_\_\_\_\_ RADIUS(SIZE): \_\_\_\_\_

MOUNTING

D/S TAPE: \_\_\_\_\_ VELCRO: \_\_\_\_\_ HOLES:  MAGNETIC: \_\_\_\_\_

Blind Stud Mounting. Threaded studs with silicone, with a 1/2 standoff from wall.

**5** "RESIDENTIAL PARKING" LETTERS, WALL MOUNTED



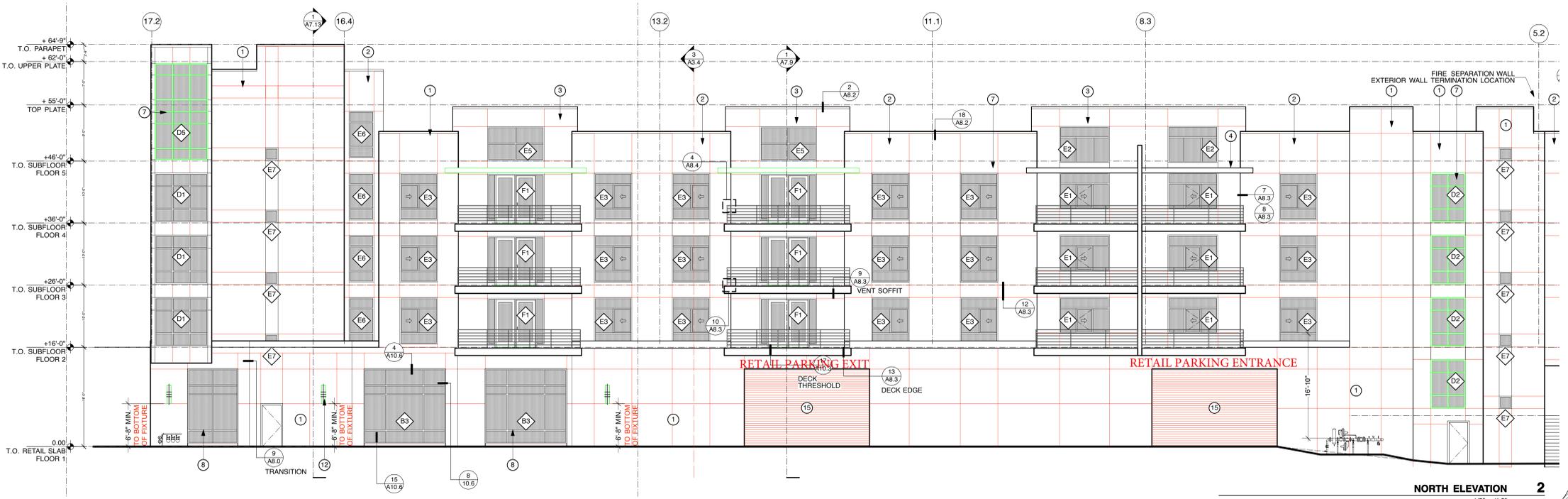
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Project:	1725 S. Bascom Avenue
Date of Drawing:	April 11, 2015
Approved:	Approved with Changes:
Change and Resubmit:	

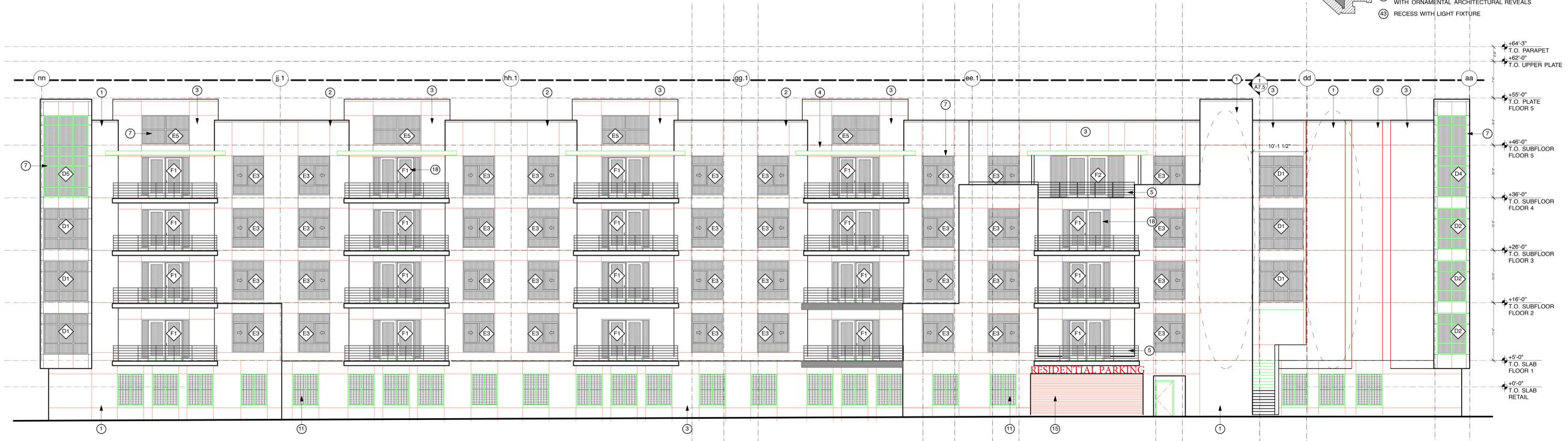
**GENERAL NOTES**

1. BUILDING SHALL BE PROVIDED WITH APPROVED ADDRESS NUMBERS AND/OR LETTERS. EACH CHARACTER SHALL BE A MIN. 4" HIGH AND MIN. 1/2" WIDE. THEY SHALL BE INSTALLED ON A CONTRASTING BACKGROUND AND BE PLAINLY VISIBLE FROM THE STREET OR ROAD FRONTING THE PROPERTY. WHERE ACCESS IS BY MEANS OF A PRIVATE ROAD AND THE BUILDING ADDRESS CANNOT BE VIEWED FROM THE PUBLIC WAY, A MONUMENT, POLE, OR OTHER APPROVED SIGN OR MEANS SHALL BE USED TO IDENTIFY THE STRUCTURE PER CBC 501.2.

- SHEET NOTES**
- 1 STUCCO: GREY
  - 2 STUCCO: OFF-WHITE
  - 3 STUCCO: DARK TAN
  - 4 DESIGN/BUILD HOT-DIP GALVANIZED, PAINTED METAL TRELLIS / CANOPY: DARK GREY
  - 5 43" HIGH DESIGN/BUILD HOT-DIP GALVANIZED, PAINTED STEEL TUBE RAILING
  - 6 43" HIGH JULIUS BLUM ALUMINUM RAILING W/ GLASS PANELS
  - 7 MILGARD VINYL WINDOW: BLACK
  - 8 'KAWNEER' ALUMINUM STOREFRONT: BLACK
  - 9 'SWISS PEARL' WOOD PANEL: BROWN
  - 10 1.7 CM THICK STONE CLADDING: 'BLACK DIAMOND' WITH FLAMED FINISH BY ASN STUCCO: GREY
  - 11 STUCCO: OFF-WHITE
  - 12 STUCCO: DARK TAN
  - 13 DESIGN/BUILD HOT-DIP GALVANIZED, PAINTED METAL TRELLIS / CANOPY: DARK GREY
  - 14 43" HIGH DESIGN/BUILD HOT-DIP GALVANIZED, PAINTED STEEL TUBE RAILING
  - 15 43" HIGH JULIUS BLUM ALUMINUM RAILING W/ GLASS PANELS
  - 16 MILGARD VINYL WINDOW: BLACK
  - 17 'KAWNEER' ALUMINUM STOREFRONT: BLACK
  - 18 'SWISS PEARL' WOOD PANEL: BROWN
  - 19 1.7 CM THICK STONE CLADDING: 'BLACK DIAMOND' WITH FLAMED FINISH BY ASN NATURAL STONE INC. OR APPROVED EQUAL.
  - 20 ORNAMENTAL DESIGN/BUILD HOT-DIP GALVANIZED, PAINTED STEEL FRAME W/ WIRE MESH SCREEN OVER 1" PAINTED RECESSION
  - 21 EXTERIOR LIGHTING FIXTURE
  - 22 STEEL AND GLASS MARQUEE
  - 23 CONCRETE PLANTER
  - 24 METAL ROLL-UP DOORS
  - 25 6" SCREEN WALL
  - 26 PRIVACY FENCE - S.L.D.
  - 27 8'-0" FIBERGLASS PATIO DOOR & WINDOW CONFIGURATION
  - 28 'LIVING WALL' - S.L.D.
  - 29 ARCHITECTURAL CAST CONCRETE ADA RAMP W/ INTEGRAL COLOR AND REVEAL PATTERN
  - 30 CAST-IN-PLACE INTEGRAL COLOR CONCRETE WALL WITH ORNAMENTAL ARCHITECTURAL REVEALS
  - 31 RECESS WITH LIGHT FIXTURE NATURAL STONE INC. OR APPROVED EQUAL.
  - 32 ORNAMENTAL DESIGN/BUILD HOT-DIP GALVANIZED, PAINTED STEEL FRAME W/ WIRE MESH SCREEN OVER 1" PAINTED RECESSION
  - 33 EXTERIOR LIGHTING FIXTURE
  - 34 STEEL AND GLASS MARQUEE
  - 35 CONCRETE PLANTER
  - 36 METAL ROLL-UP DOORS
  - 37 6" SCREEN WALL
  - 38 PRIVACY FENCE - S.L.D.
  - 39 8'-0" FIBERGLASS PATIO DOOR & WINDOW CONFIGURATION
  - 40 'LIVING WALL' - S.L.D.
  - 41 ARCHITECTURAL CAST CONCRETE ADA RAMP W/ INTEGRAL COLOR AND REVEAL PATTERN
  - 42 CAST-IN-PLACE INTEGRAL COLOR CONCRETE WALL WITH ORNAMENTAL ARCHITECTURAL REVEALS
  - 43 RECESS WITH LIGHT FIXTURE



**NORTH ELEVATION 2**  
1/8" = 1'-0"



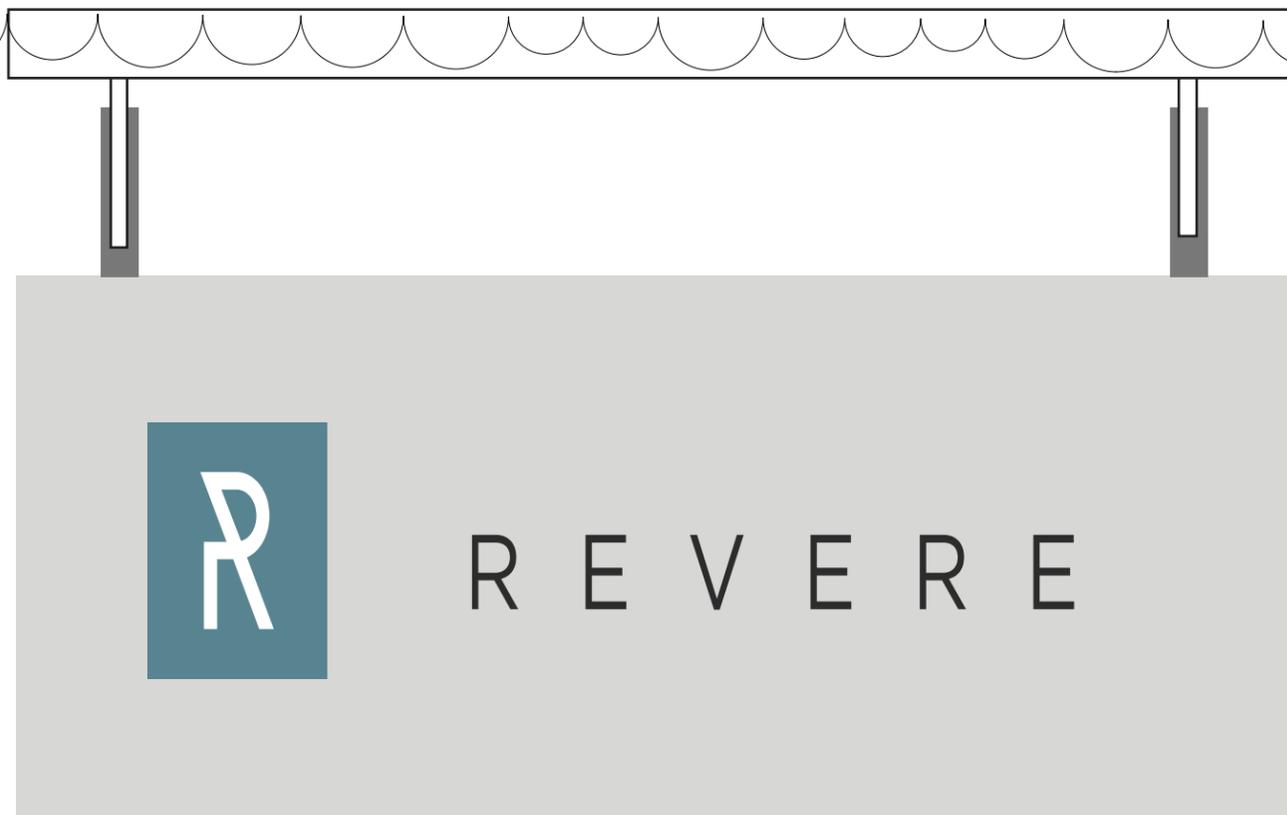
**NORTHWEST ELEVATION 1**  
1/8" = 1'-0"

ISSUE DATE  
PERMIT SUBMITTAL 03.01.13  
PERMIT SUB 2 05.10.13

**EXTERIOR ELEVATIONS**

SCALE: 1/8" = 1'-0"  
PROJECT NO. 1222 DRAWN BY: IS  
SHEET SIZE: 33 x 49

6 "REVERE" AND LOGO, HANGING OR SUSPENDED BLADE SIGN



40"



3"

14"

Sign Type: Revere Logo  
 Quantity: One  
 Size: 40"(w) x 14"(h) x 3"(t)

BACKGROUND

COLORS: Aluminum  
 BACKPLATE COLOR (S): Aluminum  
 THICKNESS: 3"  
 MATERIAL: Aluminum

TEXT

LETTER STYLE (FONT): Gotham (Light)  
 COLOR: PMS- #549/White with Black  
 HEIGHT: R=18" / REVERE - 6"  
 POSITION/MARGIN/JUSTIFICATION: Center / Right

EDGES

ROUTED:  BEVELED:  CUSTOM EDGE TREATMENT:  POLISHED:

BRAILLE

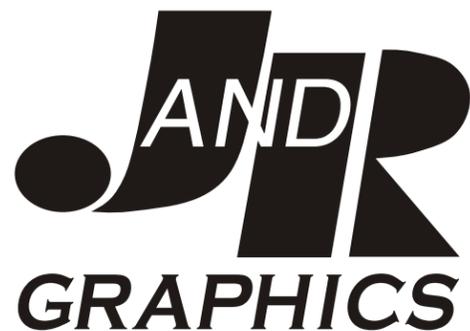
NONE:  EMBOSSED:  RASTER/COLOR:

CORNERS

SQUARE:  RADIUS(SIZE):

MOUNTING

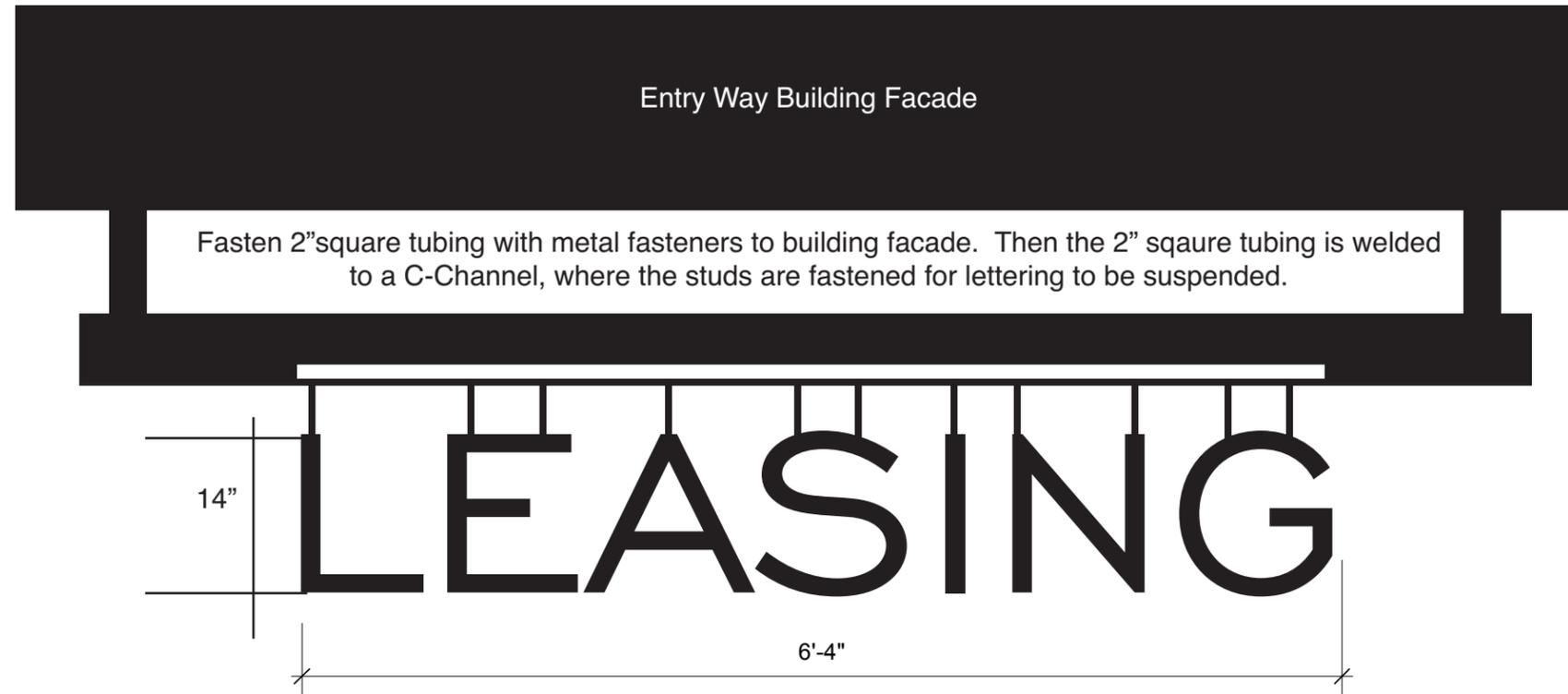
D/S TAPE:  VELCRO:  HOLES:  MAGNETIC:   
 Suspended from Ceiling, with 1/2"(t) through, drilled and filled with silicone. Lower edge of sign face will be minimum of 7' AFF.



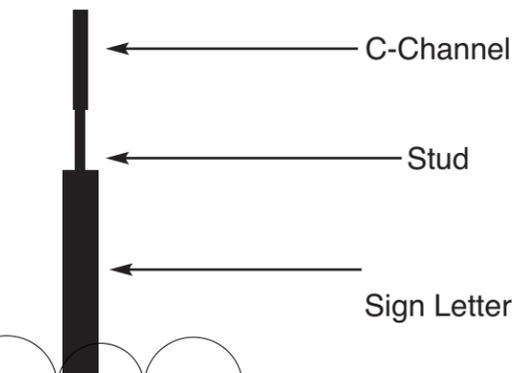
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Approved:	Approved with Changes:
Change and Resubmit:	

Front View



Side View



Sign Type: LEASING  
 Quantity: 7 Letters  
 Size: 14"(h) x 1"(t)

BACKGROUND  
 COLORS: \_\_\_\_\_  
 BACKPLATE COLOR (S): \_\_\_\_\_  
 THICKNESS: \_\_\_\_\_  
 MATERIAL: Aluminum

TEXT  
 LETTER STYLE (FONT): TBD  
 COLOR: \_\_\_\_\_  
 HEIGHT: 14"  
 POSITION/MARGIN/JUSTIFICATION: \_\_\_\_\_

EDGES  
 ROUTED: \_\_\_\_\_ BEVELED: \_\_\_\_\_ CUSTOM EDGE TREATMENT: \_\_\_\_\_ POLISHED:

BRILLE  
 NONE:  EMBOSSED: \_\_\_\_\_ RASTER/COLOR: \_\_\_\_\_

CORNERS  
 SQUARE: \_\_\_\_\_ RADIUS(SIZE): \_\_\_\_\_

MOUNTING See Illustration  
 D/S TAPE: \_\_\_\_\_ VELCRO: \_\_\_\_\_ HOLES: \_\_\_\_\_ MAGNETIC: \_\_\_\_\_

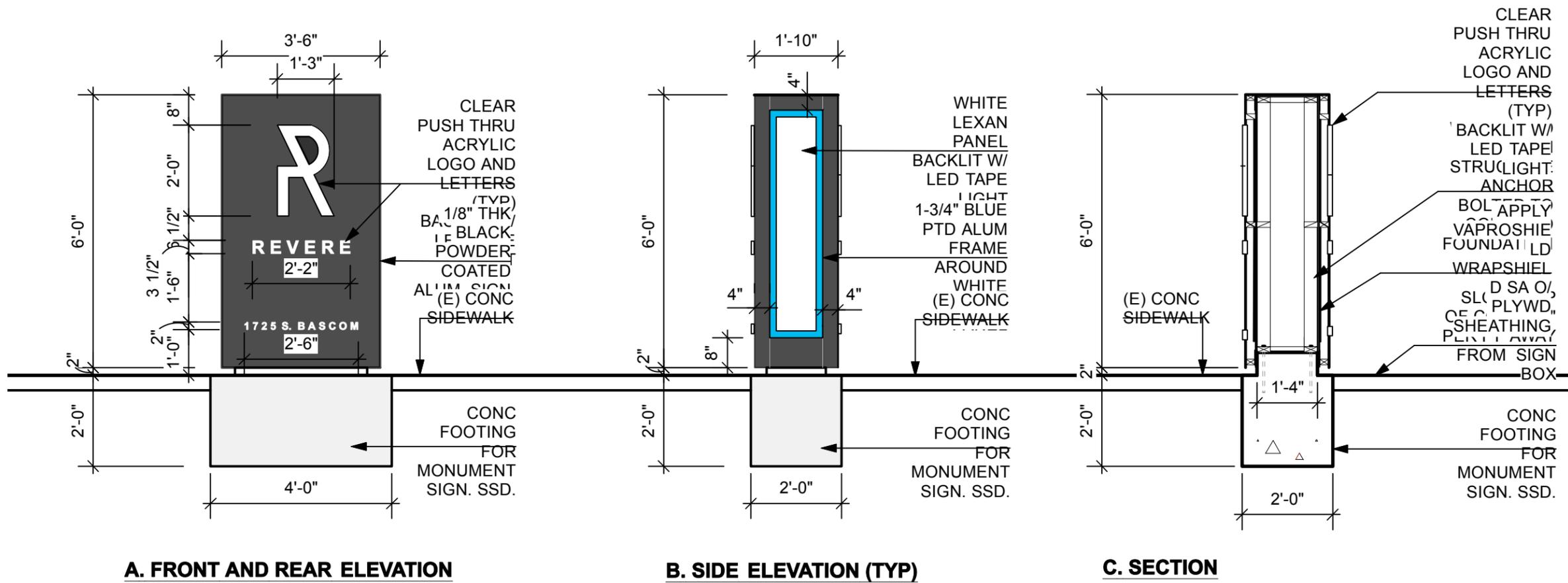
7 "LEASING" LETTERS, HANGING OR SUSPENDED



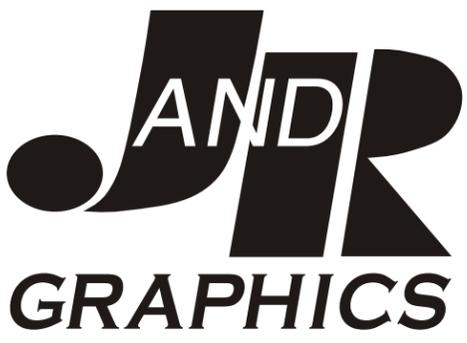
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8 2-SIDED MONUMENT SIGN

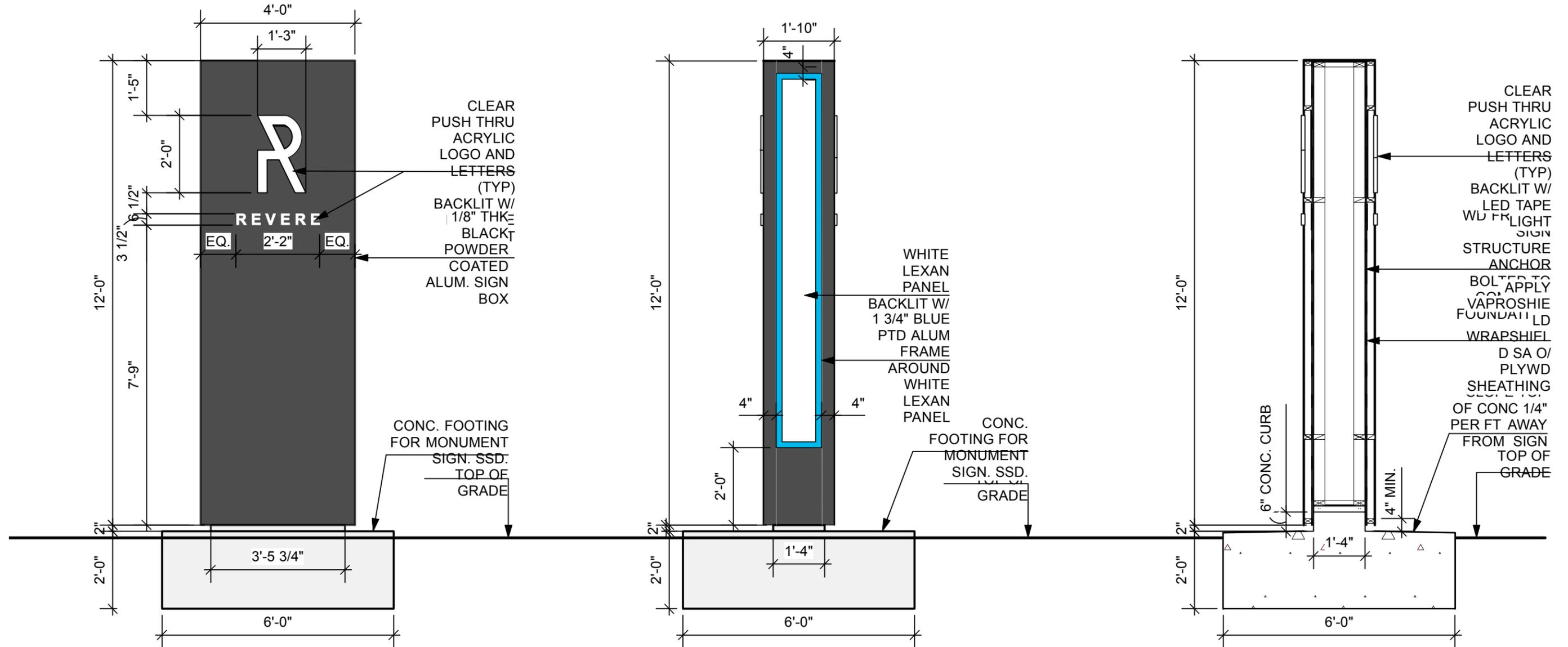


BASCOM AVE MONUMENT SIGN  
Scale: 3/8" = 1'-0"



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Change and Resubmit:	



**A. FRONT AND REAR ELEVATION**

**B. SIDE ELEVATION (TYP)**

**C. SECTION**

**CREEKSIDE MONUMENT SIGN**

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

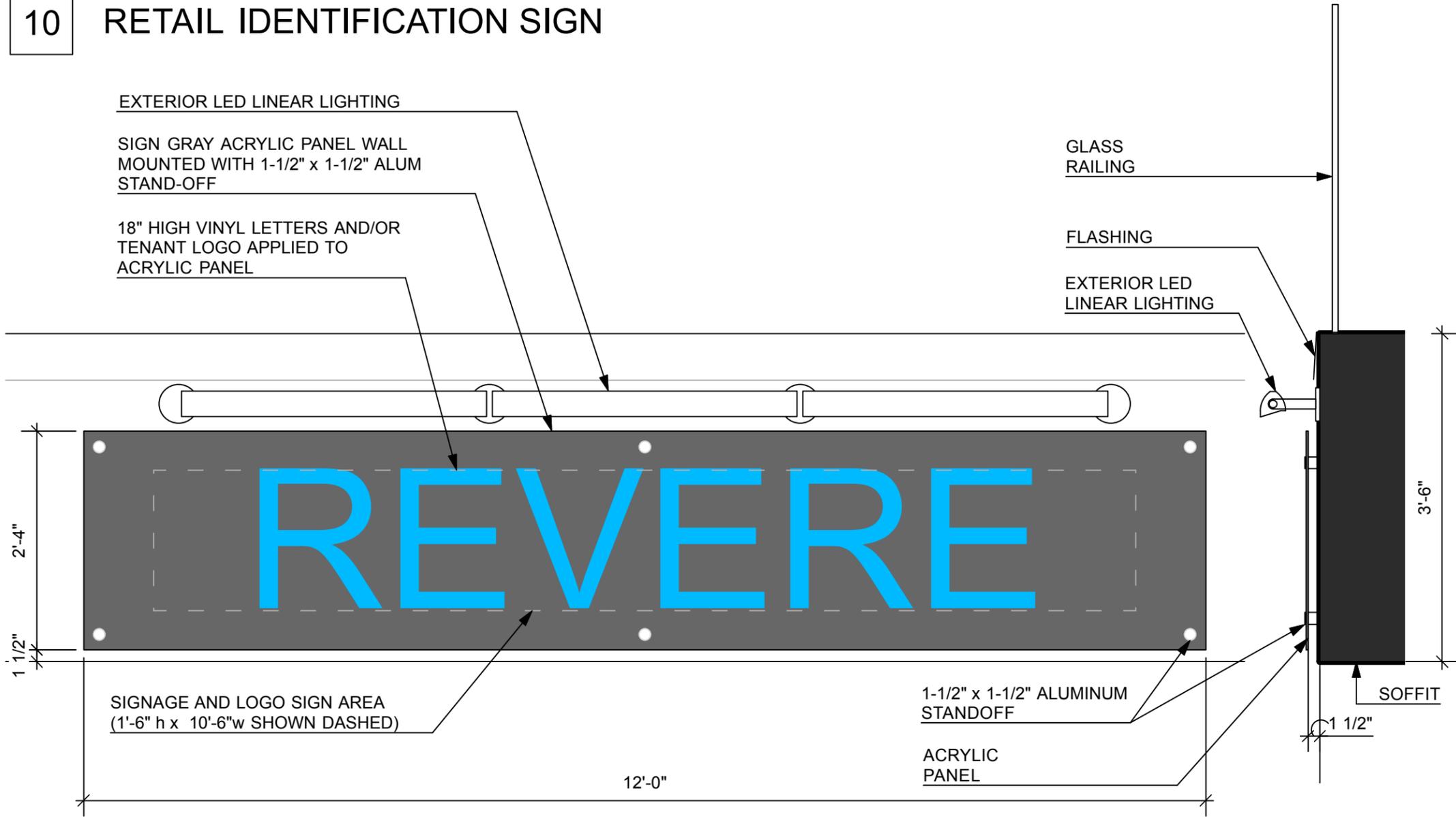


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10

# RETAIL IDENTIFICATION SIGN



Sign Type: RETAIL IDENTIFICATION  
 Quantity: 5  
 Size: 2'-4" H X 12'-0"W

**BACKGROUND**  
 COLORS: GRAY  
 BACKPLATE COLOR (S): GRAY  
 THICKNESS: 1/4"  
 MATERIAL: ACRYLIC

**TEXT**  
 LETTER STYLE (FONT): VARIES BY TENANT  
 COLOR: VARIES BY TENANT  
 HEIGHT: 18" MAX.  
 POSITION/MARGIN/JUSTIFICATION: CENTERED

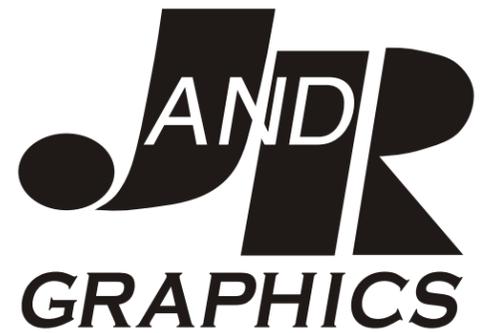
**EDGES**  
 ROUTED: \_\_\_\_\_ BEVELED: \_\_\_\_\_ CUSTOM EDGE TREATMENT: \_\_\_\_\_ POLISHED:

**BRAILLE**  
 NONE:  EMBOSSED: \_\_\_\_\_ RASTER/COLOR: \_\_\_\_\_

**CORNERS**  
 SQUARE:  RADIUS(SIZE): \_\_\_\_\_

**MOUNTING**  
 D/S TAPE: \_\_\_\_\_ VELCRO: \_\_\_\_\_ HOLES:  MAGNETIC: \_\_\_\_\_  
 (ALUMINUM STANDOFFS)

RETAIL IDENTIFICATION SIGN  
 Scale: 3/4" = 1'-0"



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