



**CITY OF CAMPBELL**  
Community Development Department

November 16, 2015

**NOTICE OF ADMINISTRATIVE PLANNED DEVELOPMENT PERMIT &  
MASTER SIGN PLAN**

Notice is hereby given that the Planning Division of the Community Development Department of the City of Campbell has received an application for an Administrative Planned Development Permit and Master Sign Plan for the following project proposal:

**File No.:** PLN2014-316 & PLN2015-366  
**Applicant:** Lloyd Square Associates, LLC  
**Project Address:** 501-533 E. Campbell Ave. (Lloyd Square)  
**Property Owner:** Lloyd Square Associates, LLC  
**Zoning District:** P-D (Planned Development)  
**General Plan:** Central Commercial / East Campbell Avenue Master Plan  
**Project Description:** Building façade and parking lot improvements, and a new signage scheme for an existing shopping center (Lloyd Square).

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 November 16, 2015 and ends on November 30, 2015 (due to the Holiday). Any comments regarding this application must be submitted in writing (including email) to the Planning Division before 5:00 p.m. on **November 30, 2015**. 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, Associate Planner, in the Community Development Department, at (408) 866-2193 or by email [danielf@cityofcampbell.com](mailto:danielf@cityofcampbell.com).

# Project Location Map

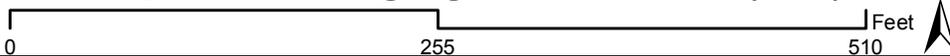


**Project Location:** 501-533 E. Campbell Ave.

**Application Type:** Admin. Planned Development Permit/  
Master Sign Plan

**Planning File No.:** PLN2014-316 / PLN2015-366

**Description:** Building façade and parking lot improvements, and a new signage scheme for Lloyd Square



Community Development Department  
Planning Division

DRAWINGS PREPARED BY  
**CHRIS SPAULDING**  
 ARCHITECT

80 CAMILIA STREET, SUITE 100  
 CAMPBELL, CA 95008  
 (415) 497-1977 FAX (415) 497-1999

REVISIONS

NO.	DATE	BY	DESCRIPTION

PRELIMINARY SET  
 DESIGN REVIEW SET  
 PLAN CHECK SET  
 PERMIT SET  
 CONSTRUCTION SET

SITE AND BUILDING EXTERIOR CHANGES  
**LLOYD SQUARE**  
 501 E CAMPBELL AVE  
 CAMPBELL, CALIFORNIA

DATE: 9-23-14  
 SCALE: AS NOTED  
 DRAWN: EAC/SBP/AD  
 XREF: DOWNR LLOYD  
 SHEET

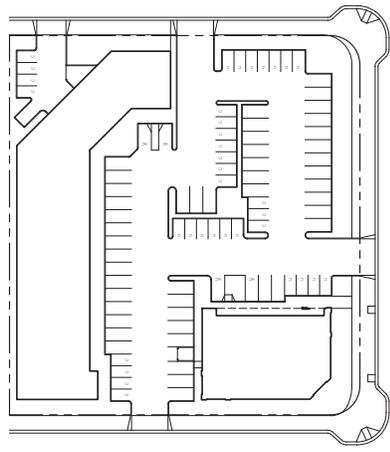
**A1**

OF 3 SHEETS

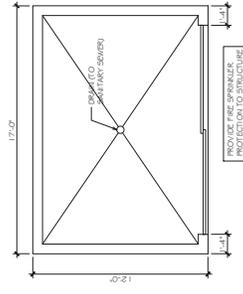
**PROJECT DATA**  
 PROJECT SCOPE: HANDICAPPED ACCESSIBILITY PARKING LOT UPGRADE  
 4 CHANGES TO BUILDING EXTERIOR MATERIALS  
 PROJECT ADDRESS: 501-533 E. CAMPBELL AVENUE  
 APN: 279-443

PARKING SPACES

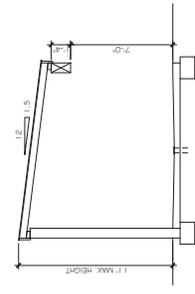
PROPOSED	EXISTING
STANDARD 51	47
ACCESSIBLE 4 (2 STANDARD/2 VAN)	4 (3 STANDARD/1 VAN)
<b>TOTAL 55</b>	<b>51</b>



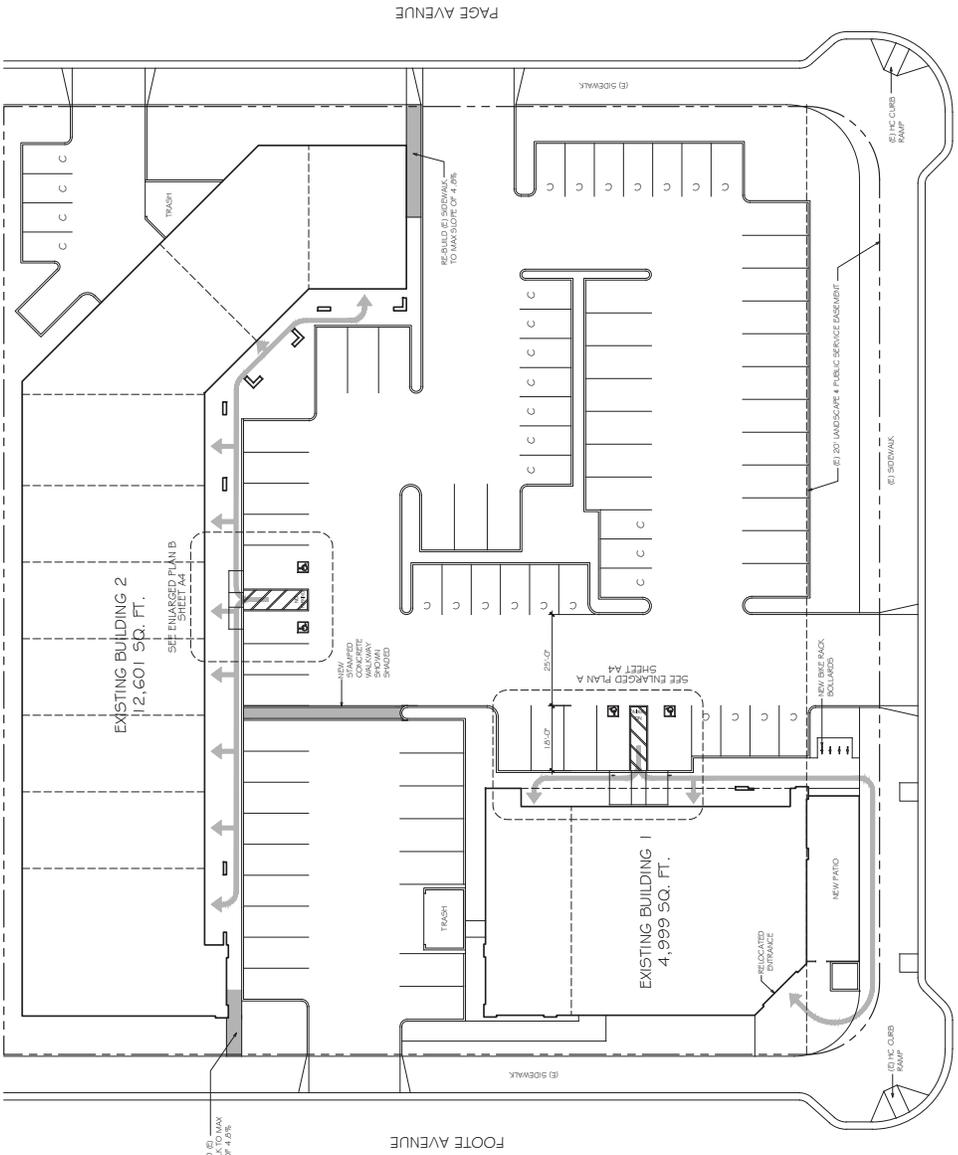
EXISTING SITE PLAN 1/40" = 1'-0"



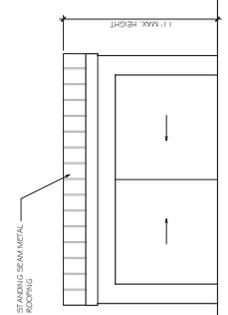
TRASH ENCLOSURE PLAN 1/4" = 1'-0"



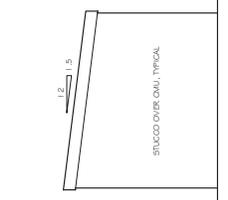
CROSS-SECTION 1/4" = 1'-0"



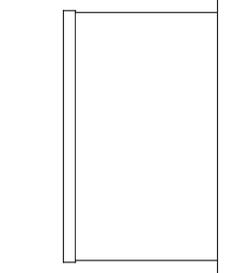
SITE PLAN 1/16" = 1'-0"



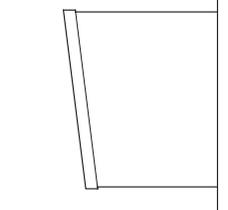
FRONT ELEVATION 1/4" = 1'-0"



SIDE ELEVATION 1/4" = 1'-0"



REAR ELEVATION 1/4" = 1'-0"



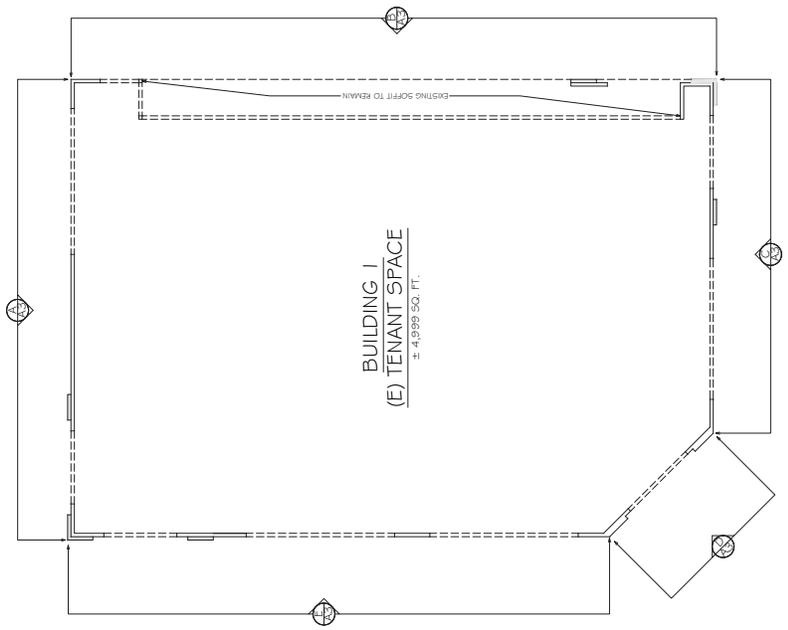
SIDE ELEVATION 1/4" = 1'-0"



REVISIONS	BY
6-30-15	

BUILDING MARK SET
DESIGN DEVELOPMENT SET
PLANNING SET
PERMIT SET
CONSTRUCTION SET

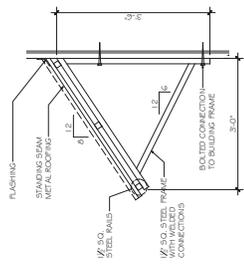
SITE AND BUILDING EXTERIOR CHANGES  
**LLOYD SQUARE**  
 501 E CAMPBELL AVE  
 CAMPBELL, CALIFORNIA



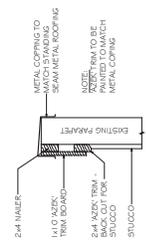
**BUILDING I**  
**(E) TENANT SPACE**  
 ± 4,999 SQ. FT.

**BUILDING I SCHEMATIC PLAN** 1/8" = 1'-0"

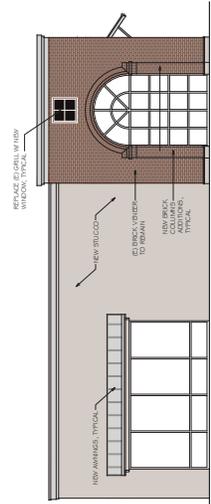
- INDICATES EXISTING GASS STOREFRONT TO REMAIN
- INDICATES EXISTING EXTERIOR HORIZ. SIDING TO BE REPLACED W/ EXTERIOR CEMENT FLASTER
- INDICATES EXISTING BRICK, VENEER TO REMAIN W/ BRICK COLUMN ADDITION



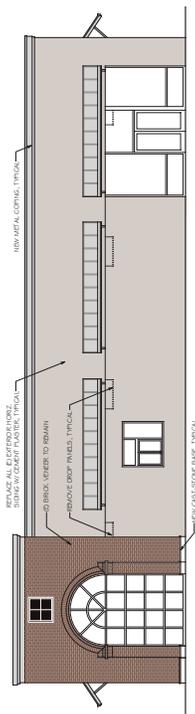
**1 AWNING DETAIL**  
NTS



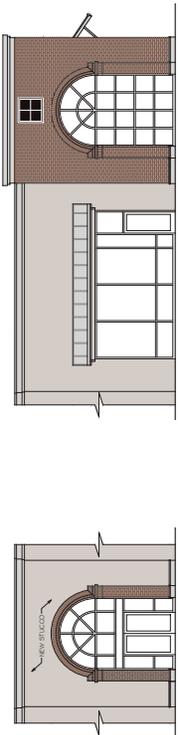
**1 COPING DETAIL**  
NTS



**ELEVATION A, BUILDING I** 1/8" = 1'-0"

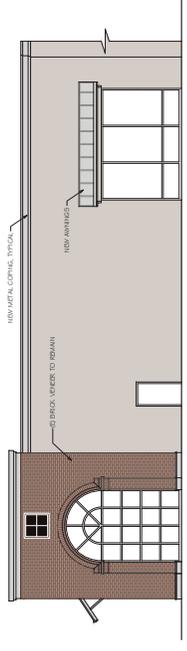


**ELEVATION B, BUILDING I** 1/8" = 1'-0"

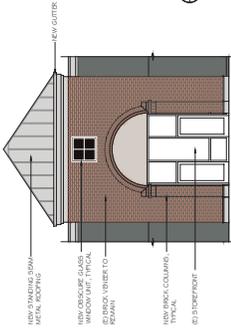


**ELEVATION C, BUILDING I** 1/8" = 1'-0"

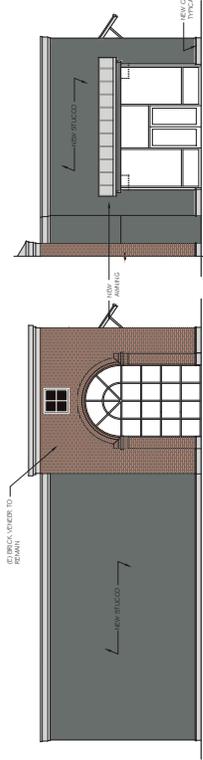
- COLOR AND MATERIALS:
- STUCCO PAINTED WITH SHERMAN WILLIAMS 'REDMIST'
- BRICK: SANDSTONE FINISH, COLOR: DUSK
- COPING: METAL COPING AND TRIM PAINTED TO MATCH AWNING - SEE DETAIL BELOW
- AWNING: METAL COPING AND TRIM PAINTED TO MATCH AWNING - SEE DETAIL BELOW
- GAST-STONE BASE: ARCHITECTURAL, FACADES UNLIMITED, SANDSTONE FINISH, COLOR: DUSK



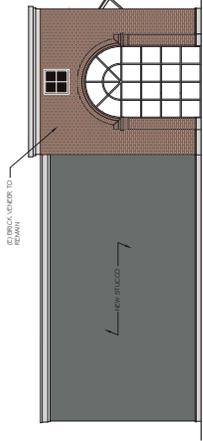
**ELEVATION E, BUILDING I** 1/8" = 1'-0"



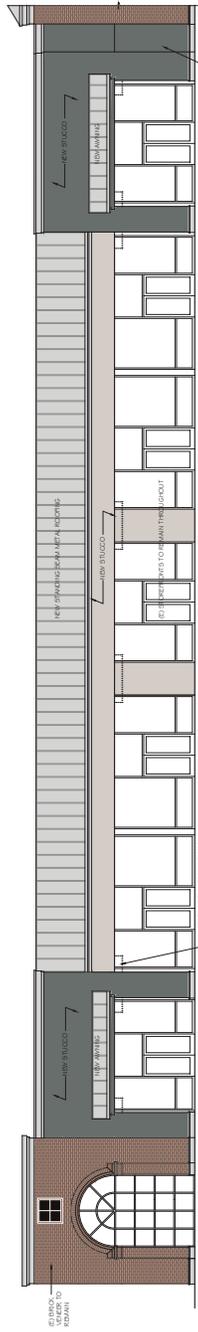
ELEVATION D, BUILDING 2  
1/8" = 1'-0"



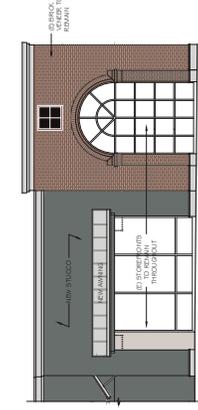
ELEVATION E, BUILDING 2  
1/8" = 1'-0"



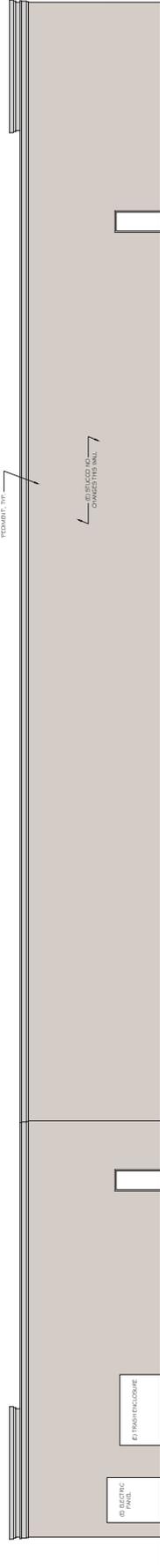
ELEVATION C, BUILDING 2  
1/8" = 1'-0"



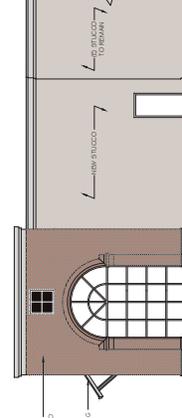
ELEVATION A, BUILDING 2  
1/8" = 1'-0"



ELEVATION B, BUILDING 2  
1/8" = 1'-0"

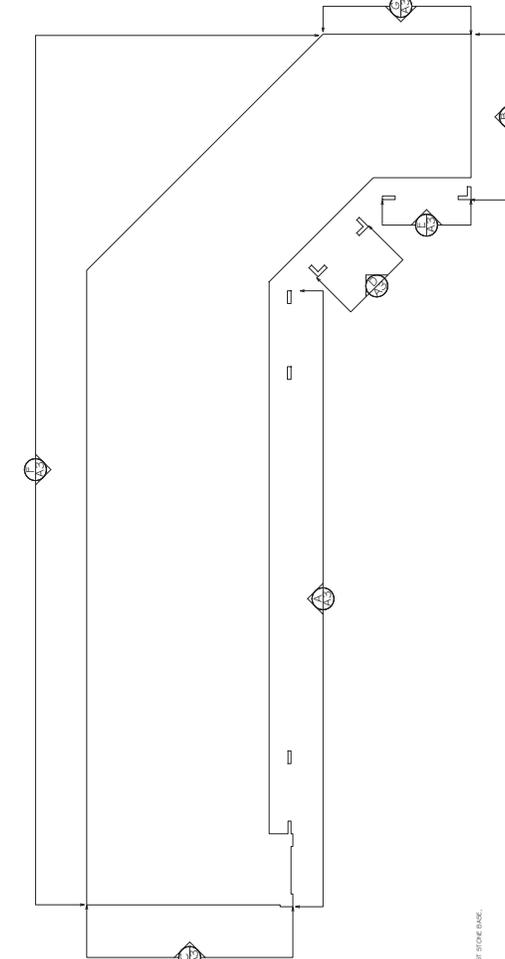


ELEVATION F, BUILDING 2  
1/8" = 1'-0"



ELEVATION G, BUILDING 2  
1/8" = 1'-0"

COLOR AND MATERIALS:  
 - BRICK: BURNED BRICK WITH GLAZED SURFACES  
 - STUCCO: SAND TONE STUCCO  
 - METAL: GALVALUM METAL ROOFING  
 - FINISHES: AS SHOWN ON ELEVATIONS  
 - FINISHES: AS SHOWN ON ELEVATIONS  
 - FINISHES: AS SHOWN ON ELEVATIONS



BUILDING 2 ELEVATION LEGEND

1/16" = 1'-0"

DRAWINGS PREPARED BY  
**CHRIS SPAULDING**  
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 (415) 525-9774 FAX (415) 252-9799

REVISIONS	BY
6-30-15	

BUILDING SET
DESIGN DEVELOPMENT SET
PLANNING SET
PERMIT SET
CONSTRUCTION SET

SITE AND BUILDING EXTERIOR CHANGES  
**LLOYD SQUARE**  
 501 E CAMPBELL AVE  
 CAMPBELL, CALIFORNIA

DATE:	9-23-14
SCALE:	AS NOTED
DRAWN:	EUCADWORK
JOB:	BOVEN LLOYD
SHEET	

**A3**  
 SHEETS  
 OF 3



DRAWINGS PREPARED BY  
**CHRIS SPAULDING**  
 ARCHITECT P.C.

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 BERKELEY, CALIFORNIA 94708  
 (415) 525-9771 FAX (415) 525-9799

REVISIONS	BY
6-30-15	

BUILDINGS SET
DESIGN DEVELOPMENT SET
PLANS/CHURCH SET
FURNISH SET
CONSTRUCTION SET

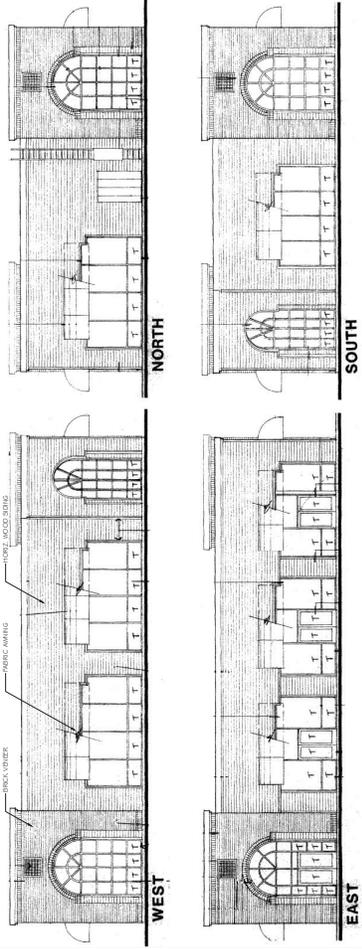
SITE AND BUILDING EXTERIOR CHANGES  
 501 E CAMPBELL AVE  
 CAMPBELL □ CALIFORNIA

DATE: 9-23-14
SCALE: AS NOTED
DRAWN: ELIZABETH
JOB: BOWEN LODGE
SHEET

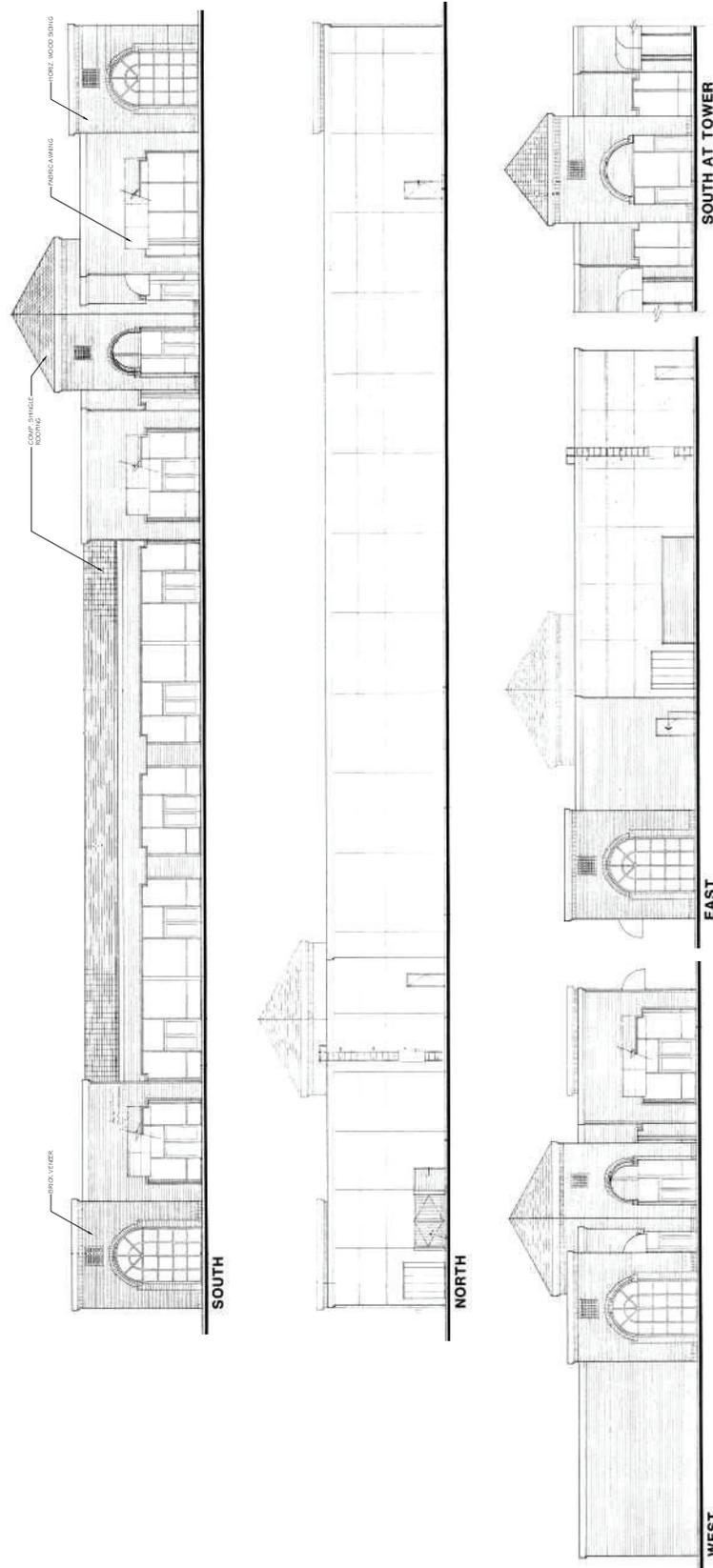
**A5**  
 SHEETS

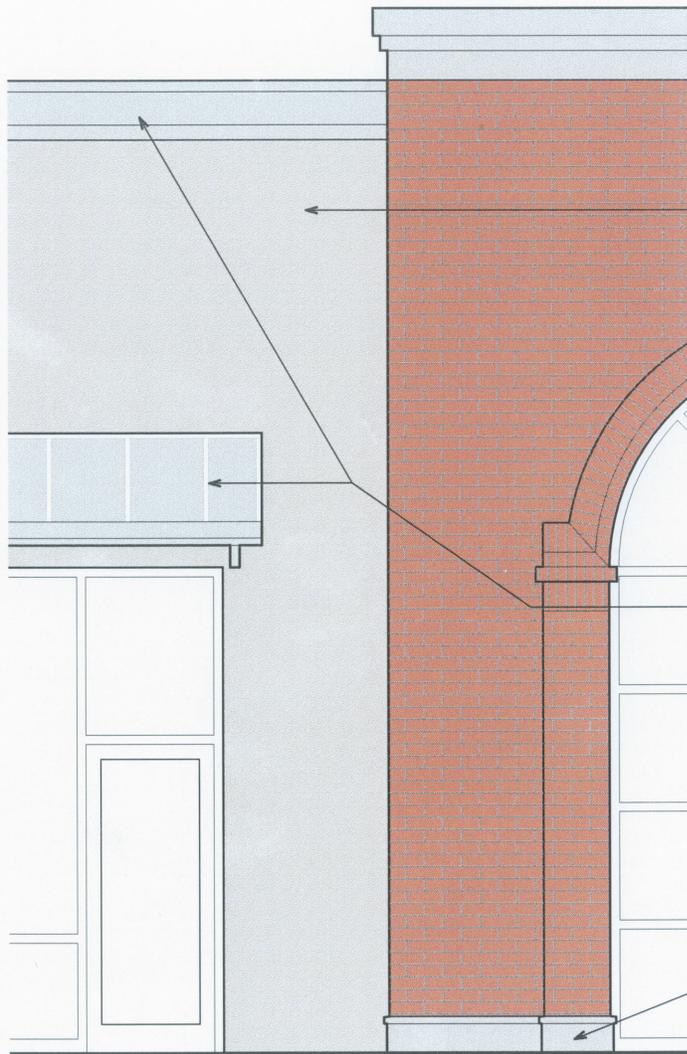
OF 3

BUILDING 1 EXISTING ELEVATION



BUILDING 2 EXISTING ELEVATION

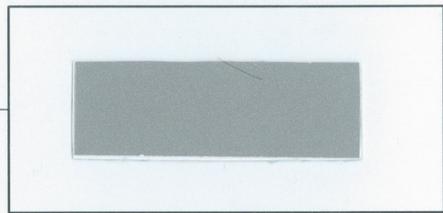




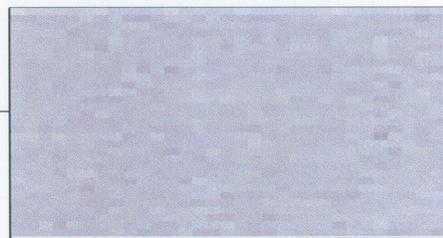
STUCCO COLOR:  
'SHERWIN WILLIAMS' PEDIMENT



STUCCO COLOR:  
'SHERWIN WILLIAMS' HOMBURG GRAY



ROOF / AWNINGS & COPING  
AEP-SPAN STANDING SEAM METAL  
ROOFING  
COLOR: **Metalic Silver**



CAST-STONE BASE  
ARCHITECTURAL FACADES UNLIMITED  
SANDSTONE FINISH  
COLOR: **Dusk**

FROM THE OFFICE OF  
CHRIS SPAULDING  
ARCHITECT  
801 CAMELIA STREET, SUITE E  
BERKELEY CA 94710

# ADDENDUM COLOR BOARD LLOYD SQUARE

501 E CAMPBELL AVE □ CAMPBELL □ CALIFORNIA

LLOYD SQUARE

501 EAST CAMPBELL AVENUE  
CAMPBELL • CALIFORNIA

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MASTER SIGN PROGRAM  
DESIGN INTENT

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6.23.2015

PREPARED FOR: LLOYD SQUARE  
BY: MISSION CITY SIGNS INC.

TABLE OF CONTENTS

- PAGE 2. Tenant Signage Guidelines
- 3. Site Plan
- 4. Monument
- 5. Major Tenant Blade Sign
- 6. Major Tenant Wall Sign Criteria
- 7. Minor Tenant A Wall Sign Criteria
- 8. Minor Tenant B Wall Sign Criteria

## TENANT SIGNAGE GUIDELINES

### 1.0 INTENT

These Tenant Signage Guidelines are established for the purpose of assuring a successful retail center, for the mutual benefit of all tenants and in consideration of the residential community with which it coexists. Tenants are encouraged to contact the Landlord to discuss specific design intentions or questions before commencing the design drawings.

As administrators of the sign criteria, the Landlord is the final arbitrator of criteria compliance. Special circumstances may require interpretation of these criteria, and the Landlord will remain flexible in the review process; however, these Guidelines are approved by the City of Campbell and all signage must receive appropriate City of Campbell signage permits before being installed.

### 2.0 DEFINITIONS

**Building Elevation** - Vertical wall surface of a building  
**Building Frontage** - Exterior wall abutting a tenant's space facing street or parking area.

**Landlord** - Owner, developer or manager of the project.  
**Primary Identity** - Tenant's main identification sign.  
**Sign Area** - The square footage of signage determined by measuring the area of a sign panel or, for individual letters, by enclosing the Tenant Identity in a polygon of no more than eight continuous line segments.

**Tenant Identity** - The graphic that composes the tenant's name and/or logo in their unique logotype. Tag lines and product names are not considered part of Tenant Identity.

### 3.0 SIGNAGE REVIEW, APPROVALS, PERMITS & INSTALLATION

#### 3.1 LANDLORD APPROVAL

All construction documents for permanent signage must be reviewed and approved by an authorized agent of Lloyd Square prior to submittal to local governing agencies for review and permitting. The use of professional graphic designers and signage fabrication companies is highly encouraged.

Tenant shall submit three (3) sets of drawings to Landlord for review. Landlord will either approve designs, approve drawings with stated conditions or return drawings with requirements for re-submittal.

### 3.2 CITY OF CAMPBELL APPROVAL & PERMITS

Once Landlord has approved signage drawings, Tenant shall submit to the City of Campbell for permit processing per the City's requirements. All City permit and design review fees shall be the responsibility of the Tenant.

#### 4.0 CONSTRUCTION, INSTALLATION & MAINTENANCE

All signage shall be constructed and installed at Tenant's expense.

The content of exterior signage shall be limited to tenant's trade name and/or logo. In no case shall the wording of sign describe the products sold, prices, or advertising slogans, except as part of the occupant's trade name or logo.

Signage must be constructed and installed to meet all applicable codes and ordinances.

Electrical signs shall bear the UL label and their installation must comply with all local building and electrical codes.

No exposed conduit or raceways will be permitted. All conductors, transformers, and other related equipment shall be concealed.

Exterior signs shall be constructed of weather resistant materials with high quality exterior grade finishes.

All sign fastenings, bolts, and clips shall be non-corrosive; galvanized iron, stainless steel, aluminum, brass, or bronze.

Location of all openings for conduit and sleeves in sign panels of building shall be indicated on drawings.

No signmaker labels or other identification will be permitted on the exposed surface of signs, except those required by ordinance, which shall be located in an inconspicuous location.

Signs for a business which becomes vacant or unoccupied for three months or more, or any sign for an occupant or business unrelated to the present occupant or business shall be deemed to have been abandoned. An abandoned sign is prohibited and shall be promptly removed by the owner of the sign or owner/tenant of the premises, at tenant's expense.

All signs shall be maintained in a safe, presentable and good condition, including the replacement of defective parts, painting, repainting, cleaning, and other acts required for the maintenance of such sign.

### 5.1 SIGN TYPES FOR ALL TENANTS

#### 5.1.1 WINDOW GRAPHICS

**DESCRIPTION:** Signage applied to tenant's entry doors or window glass for the purpose of retail tenant identification, promotional messages, hours of operation and courtesy displays (credit cards accepted etc.)

**SIGN AREA:** Not to exceed 25% of any individual windowpane. City approval is required if 25% coverage limit is exceeded.

#### 5.1.3 SUITE NUMBERS

**DESCRIPTION:** Tenants shall display adhesive reflective white vinyl suite numbers on glass above entry doors and on rear service entry door.

**QUANTITY:** One sign per tenant entry.

**SIZE & FONT:** Numbers must be 5" min. height. Font shall be Futura Bold.



SITE PLAN

- Major Tenant
- Minor Tenant A
- Minor Tenant B
- Entry Monument Page Four



SEE BUILDING SIGNAGE TO MARK SURFACE OF 4.5%

FOOTE AVENUE

PAGE AVENUE

E. CAMPBELL AVENUE

MON Pg. 4

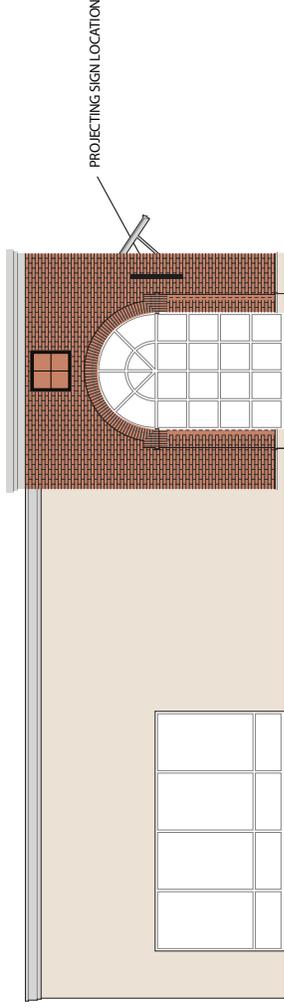
MONUMENT SIGNS

NTS



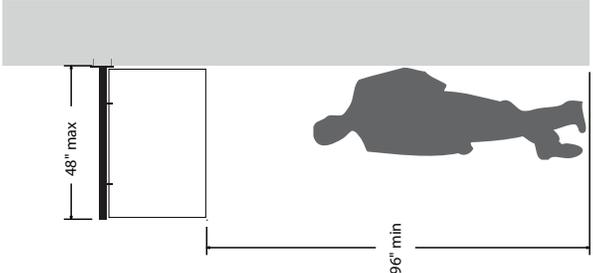
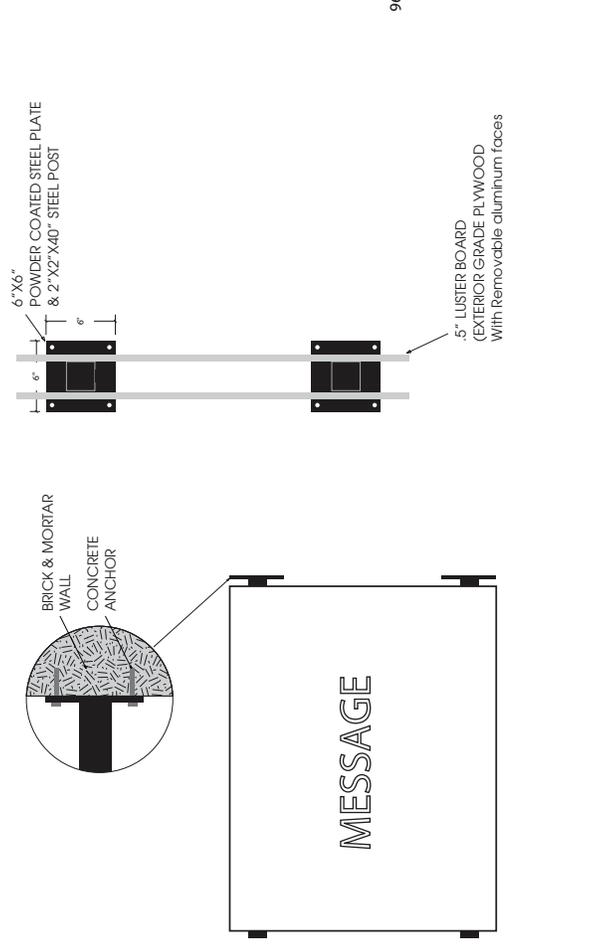
MONUMENT SIGNAGE CRITERIA

- DESCRIPTION**  
Signage for the purpose of primary retail tenant identification oriented toward the vehicular traffic on Campbell Ave.
- QUANTITY**  
One double-sided sign panel; ten panels per side maximum. Major tenants are not identified on monument sign.
- TENANT I.D. GUIDELINES**
1. Tenant text is limited to trade name.
  2. All lettering will be a color and font determined by the landlord.
  3. Tag lines are not permitted.
- SIGN AREA**  
1. Fifty (50) square-feet maximum total tenant sign area.



## MAJOR TENANT BLADE SIGN

NTS



**MAJOR TENANT PROJECTING SIGN CRITERIA**

**DESCRIPTION**  
 Signage for the purpose of primary retail tenant identification oriented toward the vehicular and pedestrian traffic on Campbell Ave.

**QUANTITY**  
 One double-sided sign.

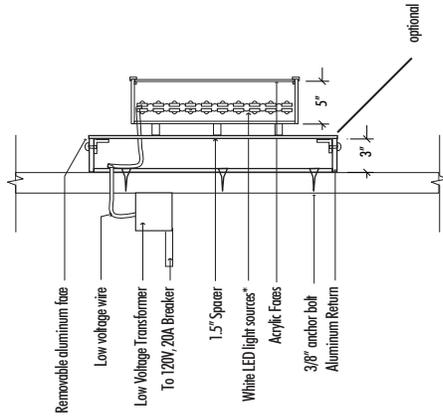
**TENANT I.D. GUIDELINES**

1. Face shape and letter colors TBD by tenant
2. Corporate colors, logos & shapes are encouraged.
3. Sign may project a maximum of four feet over the public right-of-way with a minimum eight-foot clearance for the ground.
4. Internally or externally illuminated signs are not allowed.
5. Signs shall be mounted perpendicular to the street.
6. Signs shall be structurally attached to the building with wood, metal brackets, chain, or other similar materials in a manner compatible with the architectural style of the building.

**SIGN AREA**  
 1. Sign may be a maximum of six square feet.

## MAJOR TENANT WALL SIGNS

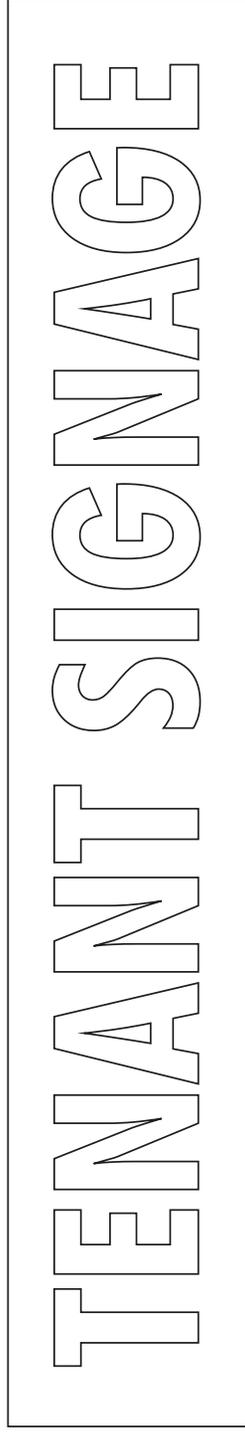
NTS



### LED HALO LIT CHANNEL LETTER SECTION \*

NTS

\* Channel letters with a neon light source is not allowed  
Utilizing LED lighting is encouraged for  
environmental and building preservation purposes.



#### MAJOR TENANT WALL SIGN CRITERIA

**DESCRIPTION**  
Signage for the purpose of primary retail tenant identification facing the street and/or parking area.

#### GENERAL GUIDELINES

1. Signage shall be illuminated.
2. Tenants may use their corporate logos, colors and layouts.
3. Letter/logo return (edge) color must be black
4. Two lines of text may be used but total height shall not exceed maximum height set forth in following sections.
5. All signs shall be U.L. approved. All wiring, conduits and raceways are to be concealed.
6. No signage shall be located on the rear of the buildings except for service, receiving and exit door identification signage including receiving hours permitted.

#### NUMBER OF SIGNS, TYPE, AREA & SIZES

**SIGN AREA:** One square foot of signage per lineal foot of frontage not to exceed fifty (50) square feet. Additional square footage to be requested as a Sign Exception.

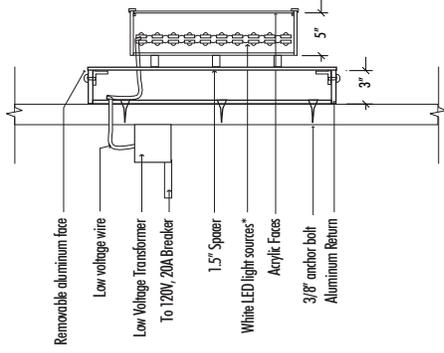
**SIGN TYPE:** Wall sign shall be LED internally face/halo-illuminated channel letters.

**SIGN SIZE:** Tenant name shall not exceed 70% of fascia height or 70% of leased business frontage length.

**NUMBER OF SIGNS:** Tenant is allowed (1) wall sign per frontage.

## MINOR TENANT A WALL SIGNS

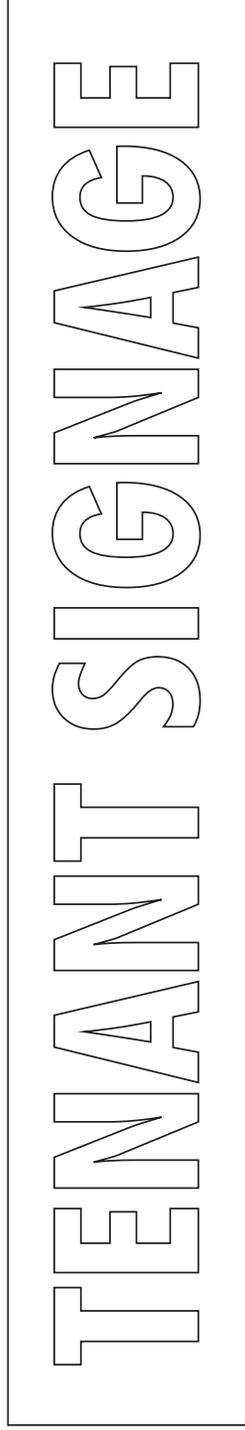
NTS



### LED HALO LIT CHANNEL LETTER SECTION \*

NTS

\* Channel letters with a neon light source is not allowed  
Utilizing LED lighting is encouraged for  
environmental and building preservation purposes.



#### MINOR TENANT A WALL SIGN CRITERIA

##### DESCRIPTION

Signage for the purpose of primary retail tenant identification facing the street and/or parking area.

##### GENERAL GUIDELINES

1. Signage shall be illuminated.
2. Tenants may use their corporate logos, colors and layouts.
3. Letter/logo return (edge) color must be black
4. Two lines of text may be used but total height shall not exceed maximum height set forth in following sections.
5. All signs shall be UL approved. All wiring, conduits and raceways are to be concealed.
6. No signage shall be located on the rear of the buildings except for service, receiving and exit door identification signage including receiving hours permitted.

**SIGN AREA:** One square foot of signage per lineal foot of frontage not to exceed forty (50) square feet. Additional square footage to be requested as a Sign Exception.

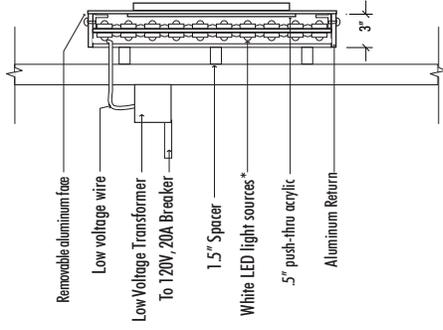
**SIGN TYPE:** Wall sign shall be LED internally face/halo-illuminated channel letters mounted to removable aluminum face.

**SIGN SIZE:** Tenant name shall not exceed 70% of fascia height or 70% of leased business frontage length.

**NUMBER OF SIGNS:** Tenant is allowed (1) wall sign per frontage.

## MINOR TENANT B WALL SIGNS

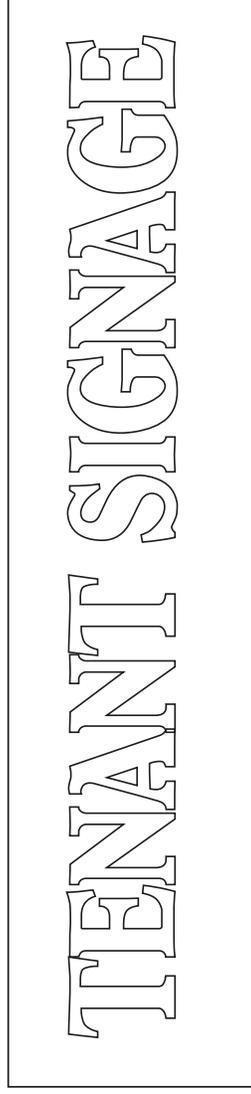
NTS



### LED HALO LIT PUSH-THRU LETTER SECTION \*

NTS

\* Channel letters with a neon light source is not allowed  
Utilizing LED lighting is encouraged for  
environmental and building preservation purposes.



#### MINOR TENANT B WALL SIGN CRITERIA

##### DESCRIPTION

Signage for the purpose of primary retail tenant identification facing the street and/or parking area.

##### GENERAL GUIDELINES

1. Signage shall be illuminated.
2. Tenants may use their corporate logos, colors and layouts.
3. Letter/logo return (edge) color must be black.
4. Two lines of text may be used but total height shall not exceed maximum height set forth in following sections.
5. All signs shall be U.L. approved. All wiring, conduits and raceways are to be concealed.
6. No signage shall be located on the rear of the buildings except for service, receiving and exit door identification signage including receiving hours permitted.

**SIGN AREA:** Tenants will be allowed a minimum of twenty (20) square feet. Tenants with a business frontage greater than twenty (20) feet are allowed one square foot of signage per lineal foot of frontage not to exceed twenty-five (25) square feet. Additional square footage to be requested as a Sign Exception.

**SIGN TYPE:** Wall sign shall be LED halo-illuminated frame with push-thru letters mounted to removable aluminum face.

**SIGN SIZE:** Tenant name shall not exceed 70% of fascia height or 70% of leased business frontage length.

**NUMBER OF SIGNS:** Tenant is allowed (1) wall sign per frontage.