



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

December 2, 2016

**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, December 13, 2016**, in the City Hall Council Chambers, 70 North First Street, Campbell, California, for a Public Hearing to consider the application of GKW Architects for an Administrative Planned Development Permit (PLN2016-171) to allow an interior and exterior renovation of an existing movie theater, including expansion into an adjoining tenant space, a Conditional Use Permit (PLN2016-170) to allow beer and service ("liquor establishment") in association with the existing movie theater with late-night operational hours; and a Sign Permit (PLN2016-297) to allow a marquee sign, on property located at **2501 S. Winchester Boulevard**. Staff is recommending that this item 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.

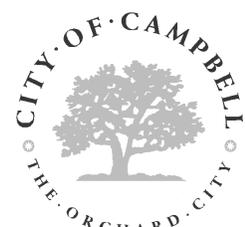
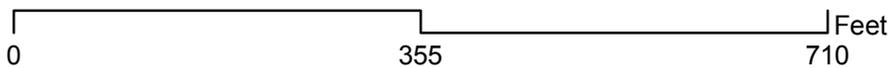
PLANNING COMMISSION  
CITY OF CAMPBELL  
PAUL KERMOYAN  
SECRETARY

PLEASE NOTE: When calling about this Notice,  
please refer to: **2501 S. Winchester Boulevard**

# Project Location Map



**Project Location:** 2501 S. Winchester Blvd.  
**Application Type:** Admin. P-D Permit, CUP, Sign Permit  
**Planning File No.:** PLN2016-170,171,297



Community Development Department  
Planning Division



























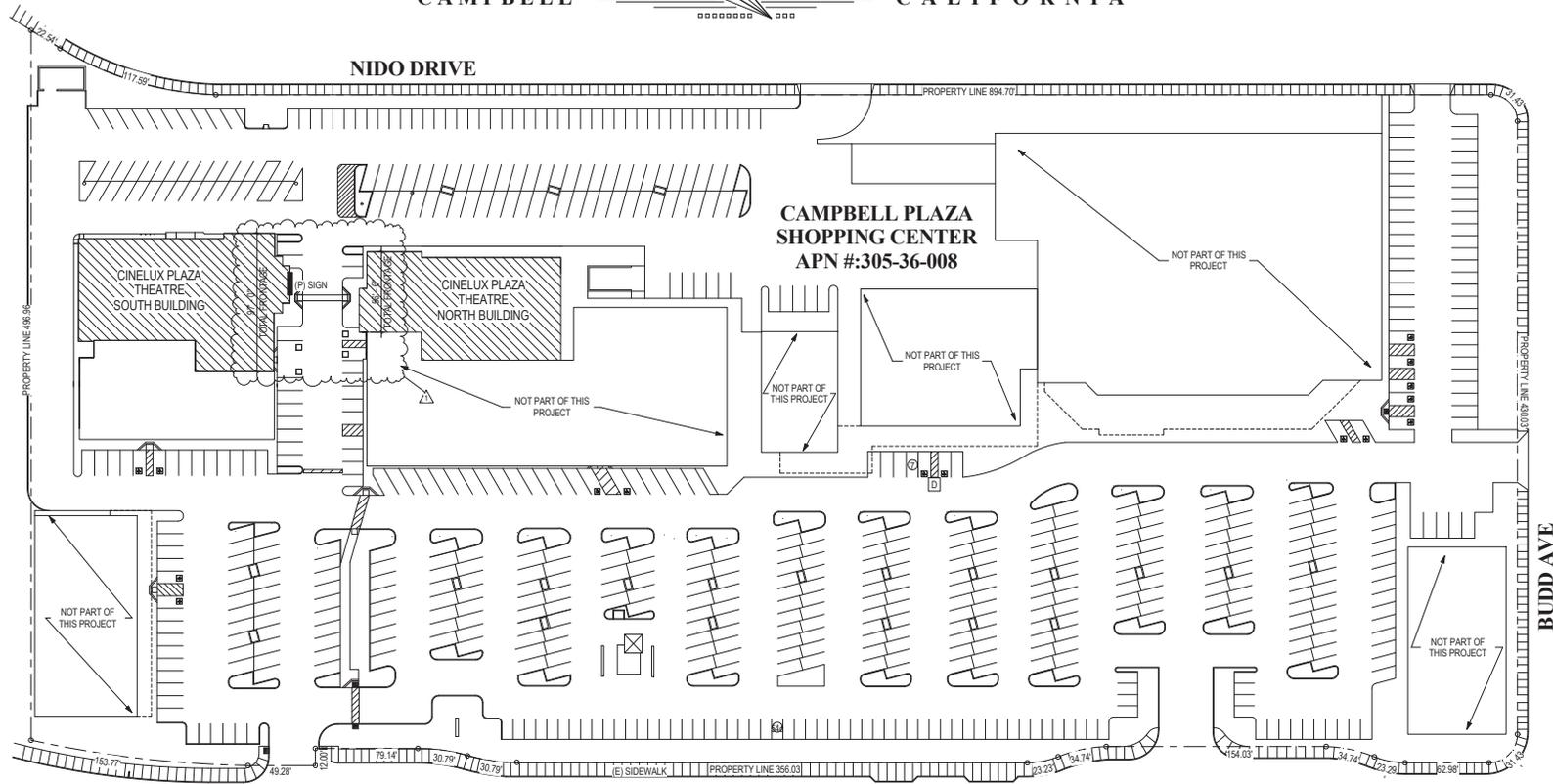




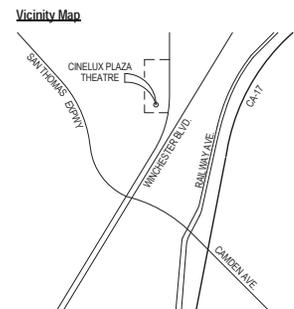


# CINELUX PLAZA THEATRE SIGN

CAMPBELL CALIFORNIA



1 Site Plan  
1" = 40'-0"



GORDON WONG ARCHITECT, L.C. #48848  
1500 S. WINCHESTER BLVD., SUITE 100  
CAMPBELL, CA 95008  
GORDONWONGARCHITECTS.COM  
GORDONWONGARCHITECTS@GMAIL.COM



Plot Plan

2501 S. Winchester  
City of Campbell, California  
Cinelux Theatres

Project Revision Schedule

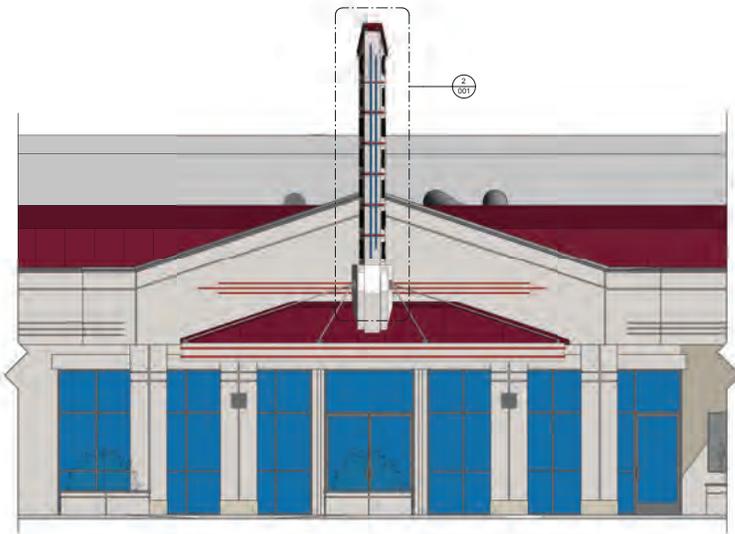
1	2016.10.12

Plot Plan

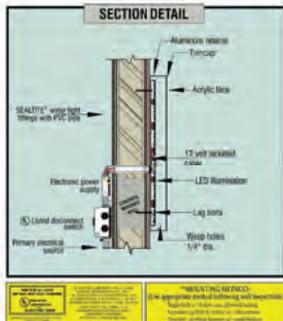
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SCALE 1" = 40'-0"

10/12/2016 9:57:05 AM



1 South Building Facade  
1/4" = 1'-0"



**Color & Material Schedule**  
Channel Letters - Front Illuminated

**FABRICATION:**

5" Deep .063 Aluminum Channel Letters w/ 3/16" Yellow Acrylic Faces w/ Black Trim Cap & Black Returns.

**ILLUMINATION:**

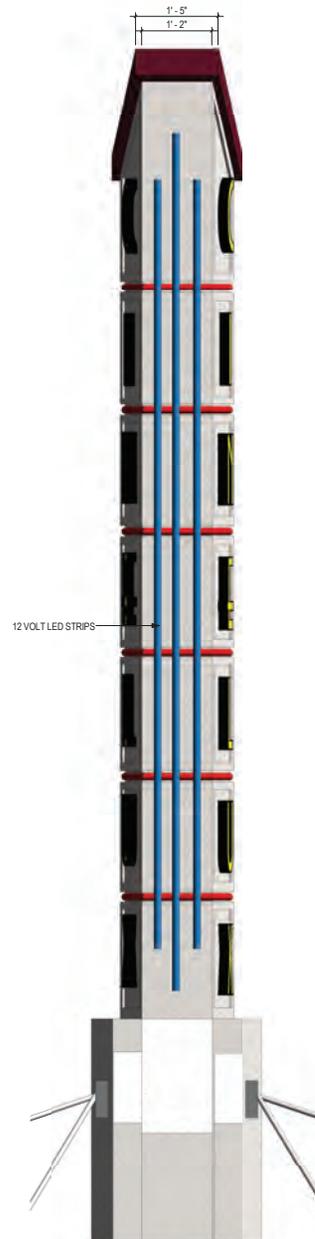
12 Volt L.E.D. Illumination  
L.E.D. Mounted Every 4" and 4" on Center

**WIRING AND POWER SUPPLY:**

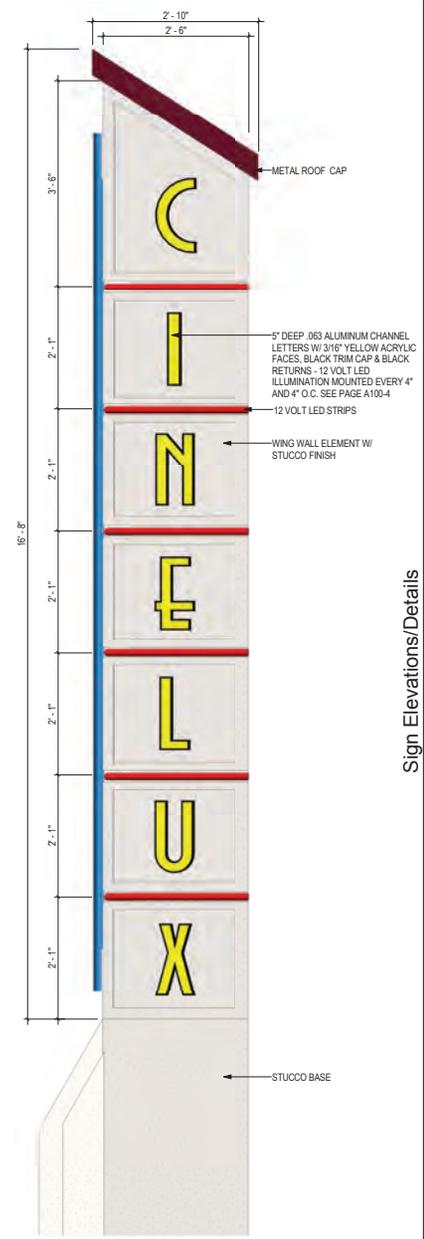
60W Power Supply  
Power to be Field Verified by Tenant

AUTOMATIC TIMER IS PROVIDED ON THIS POWER LINE  
All Building Penetrations to be Weatherproof

1 Channel Letter Detail  
NTS



2 Front View  
1" = 1'-0"



3 Right Side View  
1" = 1'-0"

Sign Elevations/Details



GORDON WONG ARCHITECT, L.C. #24848  
10000 UNIVERSITY AVENUE, SUITE 100  
DUBLIN, CA 94568  
GORDONWONGARCHITECTS.COM



2501 S. Winchester  
City of Campbell, California  
Cinelux Theatres

Project Revision Schedule

Sign Elevations/Details

001

SCALE As indicated

10/12/2016 9:57:17 AM



May 19, 2016

Mr. Paul Kermoyan  
 Community Development Director  
 70 N. First Street  
 Campbell, CA 95008

Re: CineLux Campbell Plaza Café and Lounge  
 2501 S. Winchester Blvd  
 Campbell, CA 95008

Dear Mr. Kermoyan:

CineLux Theatres, a locally owned and operated movie theatre company was founded by Jack Gunsky and Norman Paul in 1966 at the Campbell Plaza Shopping Center (yes we have operated this location for 50 years). The theatre was originally built as single screen cinema which had 700 seats. The Plaza Theatre was one the area's most prestigious and successful cinemas. As a result of the success of the first building, a second theatre building was constructed in 1969 in the Campbell Plaza Shopping Center to complement the original theatre. The second building was also a single screen theatre with 700 seats. After the construction of the second building, the Paul family ventured into other local businesses, while the Gunsky family continued to operate the Plaza Theatre (since 1966). Being a small and independent cinema operator is quite challenging, but we have survived over the years through delivering superior guest service, upgrading our facilities and also by being close to the community to which we serve.

The northern theatre building was remodeled in 2007 and the southern building (our project site) was last remodeled in early nineties. The motion picture theatre industry has evolved tremendously since this building was remodeled. While the theatre's ADA accessibility has been improved over the years, the southern building does not meet current accessibility requirements. The construction will be quite extensive to bring this building to current standards. However, the extensive improvements will result in a state-of-the art theatre that will cater to the expectations of today's movie goer.

Currently, the northern building has 3 auditoriums with 373 total seats and the southern building has 2 auditoriums with 456 total seats. Each building originally contained 700 seats when originally constructed. Through the course of construction, in the South Building, we will create three additional auditoriums. The auditoriums will be completely reconfigured for guest comfort and optimum viewing angles, with stadium/tiered seating, and large VIP seats which will be situated within aisles which are more spacious. VIP seats are much more comfortable than standard theatre seats. VIP seats are larger in both width and depth and typically have leatherette material. The auditoriums' walls will be adorned with modern style wall treatments and lighting.

Today's movie goer expects more than just popcorn, hot dogs and soft drinks and is much more discriminating. Today's movie audience is selecting its cinema venue based upon the options and amenities provided by the theatre. Audiences expect large comfortable seating, state-of-the-art presentations, and high quality food and beverage



options. Throughout the U.S. and more recently in our local area, new cinemas have been developed and remodeled to meet the demands of today's movie goers.

Consequently, CineLux's restaurant component developed as an outgrowth of feedback from the community as well as our experience from our CineLux Cafés established at our theatres in Scotts Valley, Capitola and Willow Glen. Our guests in Campbell have commented that it would be nice to have a meal with their movie, accompanied by a glass of wine. It was in response to these suggestions and from our satisfied guests and successful implementation at our other theatres, that we designed the Café and Lounge feature into our renovation plans for our extensive remodel in Campbell.

We look forward to being able to offer meals and desserts, accompanied by local wine and craft beer offerings which our guests can enjoy before or during a film. We are committed to delivering a high quality food and beverage experience. We employ a full time food operations manager whose sole responsibility is to develop our menu and train our food and beverage staff. Lastly, in addition to offering substantial food (sample menu attached) we look forward to creating an environment in our "Café and Lounge" which will provide an area where our guests can relax before or after their film. Operating hours for the theatre will remain the same, 10AM to 1AM.

This is our original theatre, which was founded in 1966. We look forward to working with the City of Campbell in making these vital improvements for the future viability of this theatre. Modern movie cinemas must transform and cater to the new demands of our audiences, which include the desire for high quality substantial food as well as alcoholic beverages. Our theatres will become obsolete, much like "Blockbuster or Borders" if we fail to segue from traditional cinema concessions such as; popcorn, soda and candy. We must offer as an alternative, restaurant quality entrees and desserts.

Currently we employ twenty-five people at this theatre: three full-time staff members and twenty-two part-time. Once the project is completed and expanded with the Café and Lounge, we will employ an additional eleven people.

We know that through the continued and proposed amenities that this theatre will continue to be an asset for the City of Campbell and its residents. If we can answer any questions, please do not hesitate to contact me.

Sincerely,

Paul Gunsky  
CineLux Theatres

Enclosures: CineLux Café and Lounge sample menu, Mercury News Article regarding Bay Area cinemas featuring food and beverage (which featured our CineLux Scotts Valley Café and Lounge).