

PROJECT OVERVIEW

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- 0.2 Sign Type Overview
- 0.3 Sign Area Matrix & Allowances

SIGN LOCATIONS / ELEVATIONS

- 0.4 South Elevation
- 0.5 Building Rendering

SIGN DETAILS

- 1.0 **M** Residential Project ID Monument Sign
- 2.0 **LD** Leasing Directional Sign
- 2.1 **D** Site Directional
- 3.0 **RW** Residential Project ID Wall Sign
- 4.0 **LC** Residential Leasing ID Canopy Sign
- 5.0 **G** Garage Entry Sign
- 6.0 **A** Building Address, *Exempt*

LORIEN

City of Santa Clara COMPREHENSIVE SIGN PROGRAM

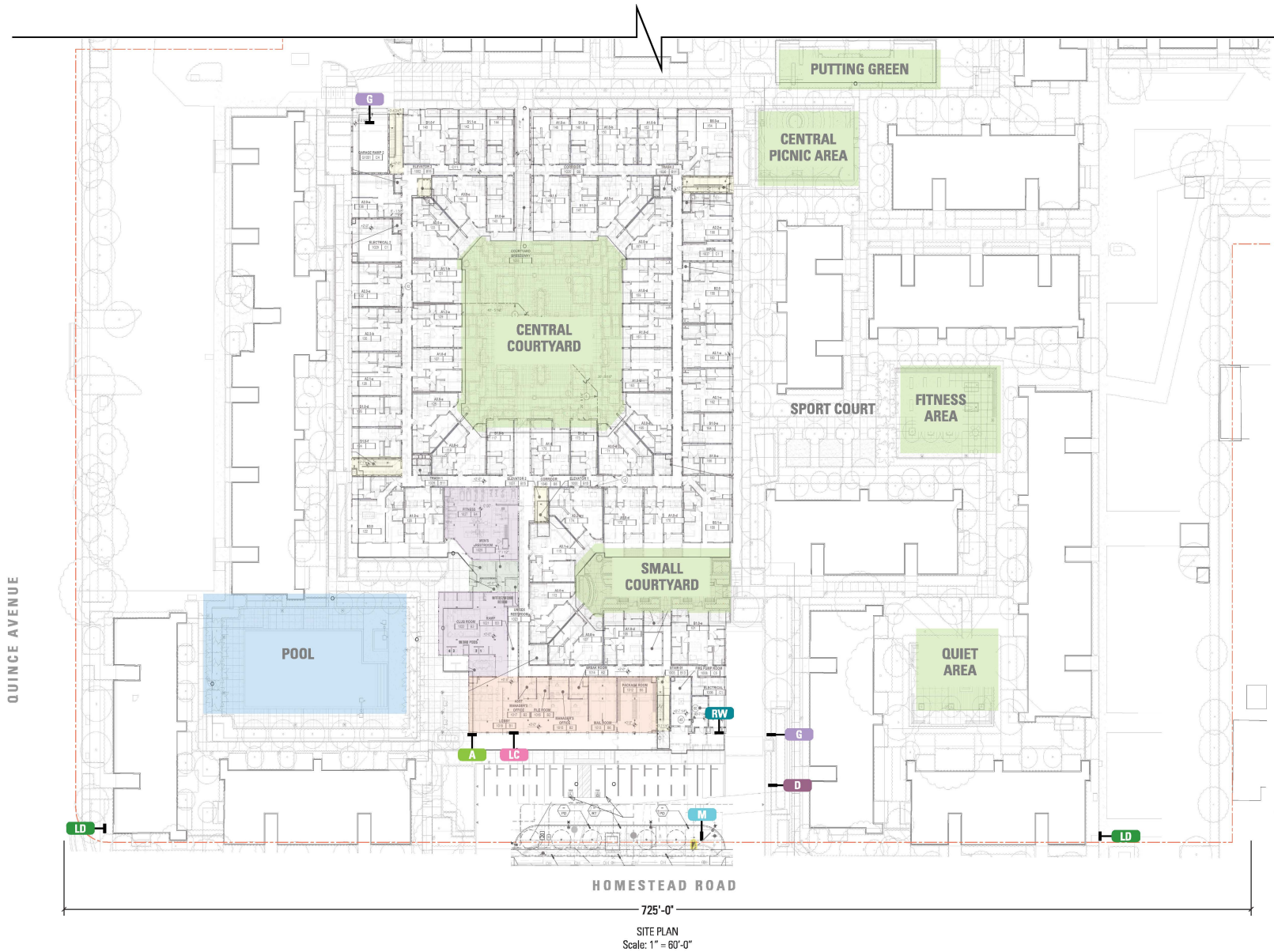
3131 Homestead Road
Santa Clara, CA 95051

September 18, 2024

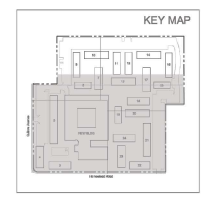
Zoning:
R3-36d Medium Density
Multiple Dwelling

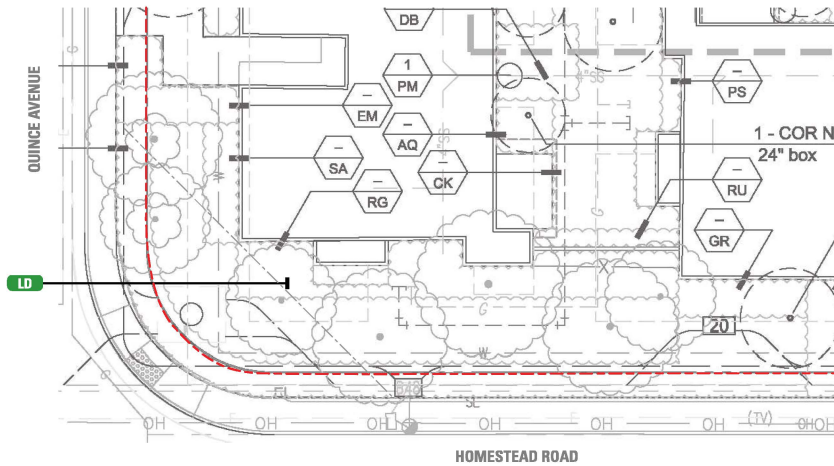
Assessor's Parcel Number:
290-24-071

SCOTT | AG

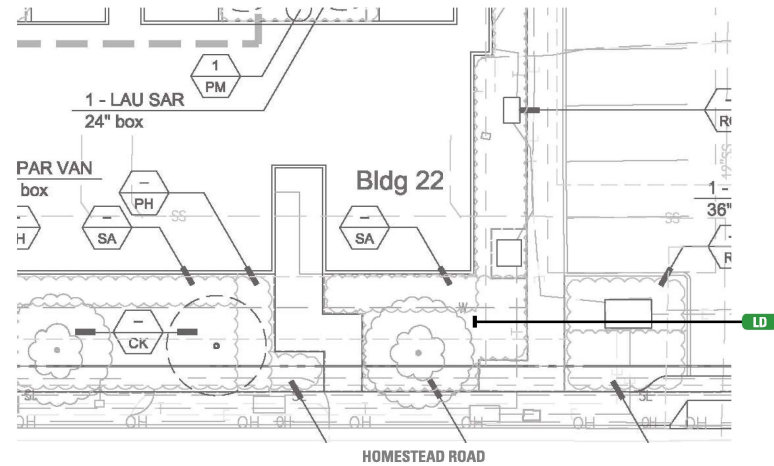


- SIGN KEY - Exterior**
- M Residential Project ID Monument Sign
 - RW Residential Project ID Wall Sign
 - LC Residential Leasing ID Canopy Sign
 - LD Leasing Directional Sign
 - D Site Directional
 - G Garage Entry Sign
 - A Building Address

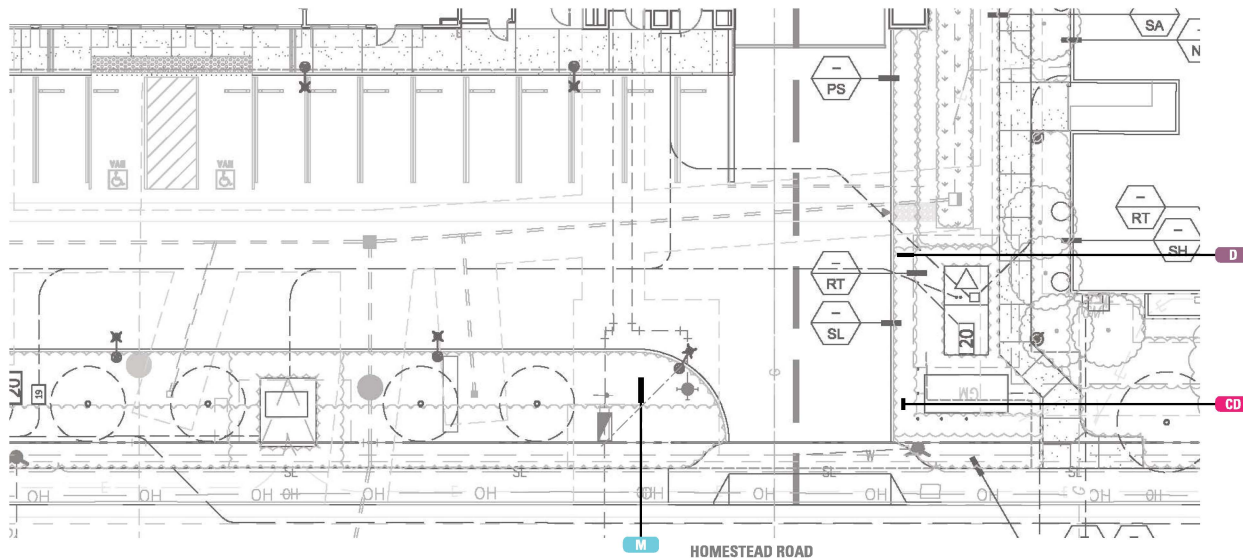




HOMESTEAD ROAD
ENLARGED SITE PLAN / SOUTHWEST CORNER
Scale: 1" = 20'-0"



HOMESTEAD ROAD
ENLARGED SITE PLAN / SOUTHWEST CORNER
Scale: 1" = 20'-0"

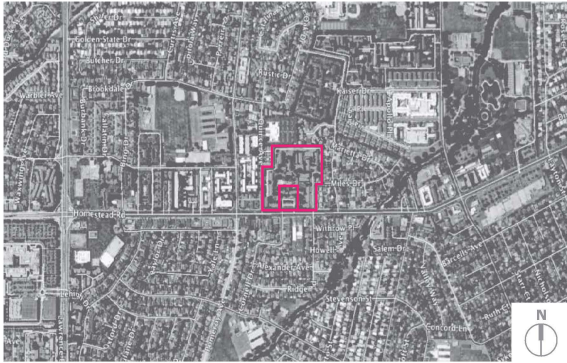


HOMESTEAD ROAD
ENLARGED SITE PLAN / SOUTH CENTER
Scale: 1" = 20'-0"

SIGN KEY - Exterior

- M Residential Project ID Monument Sign
- RW Residential Project ID Wall Sign
- LC Residential Leasing ID Canopy Sign
- LD Leasing Directional Sign
- D Site Directional
- CD Complex Directory
- G Garage Entry Sign
- A Building Address





M RESIDENTIAL PROJECT I.D. MONUMENT SIGN

Each high density residential project will be allowed a monument sign at or near the building entry or at a critical wayfinding location. This sign will enhance project branding and sense of place as well as direct vehicular traffic to the correct parking garage entry point.

- Sign may be internally or externally illuminated
- Sign may be located in landscaping or in plaza/sidewalk conditions with adequate clearance for pedestrians and meeting ADA code
- Sign must include the project address

The monument sign may include:

- Project name
- Directional information for guest parking

LD LEASING DIRECTIONAL SIGN

Primary residential building lobby entries and Leasing Office entry points will be allowed directional signage to create clear direction to prospective tenants and guests. Prospective residents will navigate to the Leasing Office from the garage or from the street. Wayfinding signage will lead visitors to the leasing office or parking spaces dedicated for prospective residents and guests.

Each residential project will be allowed (2) monument signs at or near the building entry or at a critical wayfinding location. These signs will enhance project branding and sense of place as well as direct vehicular traffic to the correct parking garage entry point.

- Sign to be fabricated aluminum structure
- Signs are not illuminated
- Sign may be located in landscaping or in plaza/sidewalk conditions with adequate clearance for pedestrians and meeting ADA code

The sign may include:

- Project name, Project logo
- Leasing office direction, parking symbols
- Directional information for guest and resident parking

D SITE DIRECTIONAL

Vehicular/Bicycle/Pedestrian Directional signs may be located at or near major intersections in the project. Directional signs will be placed in landscape and hardscape areas so as not to impede pedestrian or vehicular traffic. These primary signs will include:

- Directional signs may be directly or indirectly illuminated.
- Directional signs may be located in pedestrian plaza or pathway areas as long as adequate walking space is provided.

RW RESIDENTIAL PROJECT I.D. WALL SIGN

The Residential Project ID Wall Sign is the primary sign to identify the high density residential project. The scale of the buildings, the size of adjacent streets and dense lot coverage lend to the wall sign as the best form of signage. These projects require an ongoing marketing effort as units will be leased on an ongoing basis. Primary residential building lobby entries and Leasing Office entry points will be allowed identification signage to create clear direction to prospective tenants and guests. Lobbies and Leasing Offices are distinct destinations within the community. Locations selected face Homestead road

Wall signs will be fabricated from high quality metals and other building materials to complement or contrast from the building's architectural finishes.

Lettering on wall signs shall be halo illuminated or internally (face) illuminated. Lettering may consist only of the project brand name/logo.

Wall signs may incorporate lighting details such as trace or accent lights but may not have entirely backlit faces.

LC RESIDENTIAL LEASING I.D. CANOPY AND/OR WALL SIGN

Primary residential building lobby entries and Leasing Office entry points will be allowed signage to create clear direction to prospective tenants and guests. Lobbies and Leasing Offices are distinct destinations within the community. Locations selected face Homestead road. Prospective residents will navigate to the Leasing Office from the garage or from street parking spaces.

Canopy signs will be fabricated from high quality metals and other building materials to complement or contrast from the building's architectural finishes.

Lettering on wall signs shall be halo illuminated or internally (face) illuminated.

- LEASING OFFICE letters may be added as a wall or blade sign at the leasing office up to 18" in height for individual letters on a wall or 3'-6" x 3'-6" blade sign.
- Signs may occupy up to 75% of the linear frontage of the canopy or wall to which they are attached.
- A wall sign adjacent to the entry doors for residential lobbies or the Leasing Office may be substituted for the canopy sign.

G GARAGE ENTRY SIGN

At-grade and on-building signs will indicate the entry point to garage ramps. Traffic safety and wayfinding will be enhanced by signage of the appropriate size and messaging strategy.

Garage entries will be identified with wall mounted individual non-illuminated letters.

A BUILDING ADDRESS

Building will be identified with wall mounted individual halo-illuminated letters or reflective vinyl on glass. Building address signage is not counted against square footage allowances in the planning approval process per City of Santa Clara Sign Code.

The numbers shall be placed in the immediate area of each entrance and shall be clearly visible from the street. All main address numerals shall be a minimum of two and one-half inches in height with a three-eighths-inch stroke and shall be placed to read from left to right or vertically from top to bottom.

Each separated building shall be assigned a building number (e.g., Building #1, Building #2, etc.). The building numbers shall be a minimum of six inches in height with a one-inch stroke and be of a contrasting color, illuminated or of a reflective material. The building numbers shall be displayed on each side of the building which faces a public or private access. When practicable, the building numbers shall be located a minimum of eight feet above grade. Visibility is imperative and due consideration for eaves, overhangs, and other obstructions shall be given.

RESIDENTIAL PROJECT IDENTITY SIGNAGE

NOT TO EXCEED
95.5 sf TOTAL

SOUTH ELEVATION / HOMESTEAD ROAD

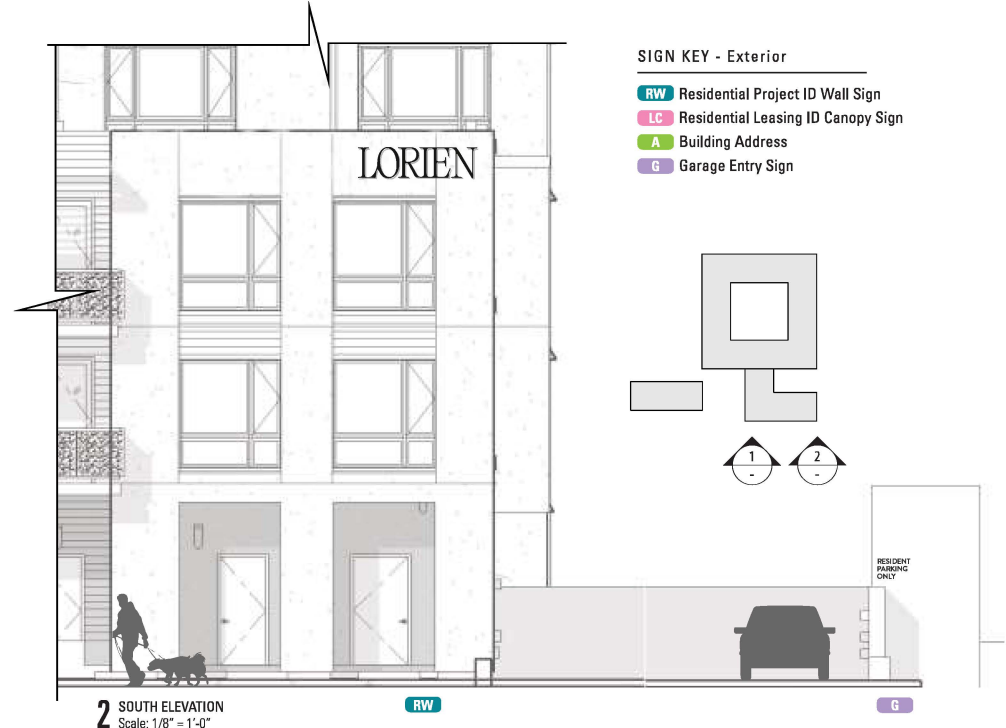
MAX ALLOWABLE/NOT TO EXCEED

SIGN NAME	PAGE	QTY	DESCRIPTION	ILLUMINATION	SIZE	SQ. FT. (per side)	SQ. FT. (total)
M Residential Project ID Monument Sign	1.0	1	Freestanding, in landscape	LED internal illumination	4'-0" x 6'-0"	24 s.f./48 s.f.	48 sf
LD Leasing Directional Sign	2.0	2	Freestanding, in landscape	no illumination	1'-4" x 4'-6"	6 s.f.	12 sf
D Site Directional	2.1	1	Freestanding, in landscape	no illumination	1'-6" x 3'-6"	6 s.f.	6 sf
RW Residential Project ID Wall Sign	3.0	1	wall mounted sign with individual letters	halo-illumination	8'-0" x 2'-0"	16 s.f.	16 sf
LC Residential Leasing ID Canopy Sign	4.0	1	individual letters mounted to canopy	self halo-illumination	6'-0" x 1'-3"	7.5 s.f.	7.5 sf
G Garage Entry Sign	5.0	2	individual letters mounted to wall	no illumination	6'-0" x 6"	3 s.f.	6 sf
A Building Address	6.0	1	reflective vinyl applied to glass	no illumination/reflective	2'-8" x 1'-6-5/8"	exempt	exempt
TOTAL							95.5sf

NOT TO EXCEED

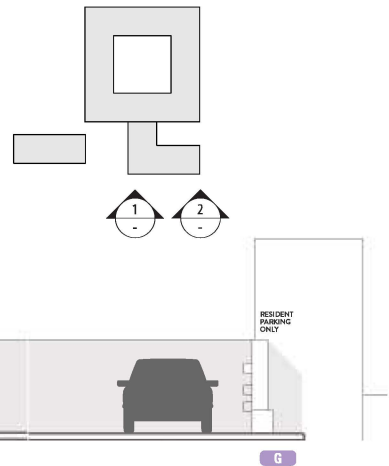


1 SOUTH ELEVATION
Scale: 1/8" = 1'-0"



2 SOUTH ELEVATION
Scale: 1/8" = 1'-0"

- SIGN KEY - Exterior**
- RW Residential Project ID Wall Sign
 - LC Residential Leasing ID Canopy Sign
 - A Building Address
 - G Garage Entry Sign





M

RW



INTERIOR LOBBY RENDERING



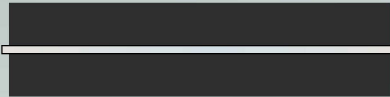
SW 7048 Urbane Bronze

FRAME
fabricated aluminum
painted SW Urbane Bronze

WOOD PANEL
Exterior grade trespa siding material
to mimic interior wood tone
Trespa® Meteor® Wood Decors
NW02 Elegant Oak, Matte

SIDE DETAIL
aluminum tube, clear during day
warm illumination at night

COPY
1" deep fabricated aluminum letters
painted SW Tricorn Black



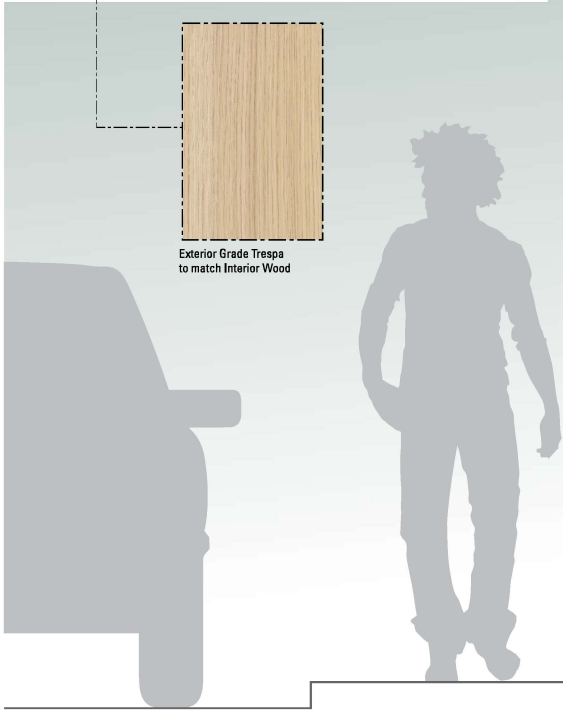
PLAN VIEW
Scale: 3/4" = 1'-0"

24 / 48 sf

sign is double sided



Exterior Grade Trespa
to match Interior Wood



FRONT VIEW
Scale: 3/4" = 1'-0"



SIDE VIEW
Scale: 3/4" = 1'-0"

M

**RESIDENTIAL
PROJECT ID
MONUMENT SIGN**

SIGN DIMENSIONS

Maximum sign dimensions
4'-0" wide x 6'-0" tall

QUANTITY

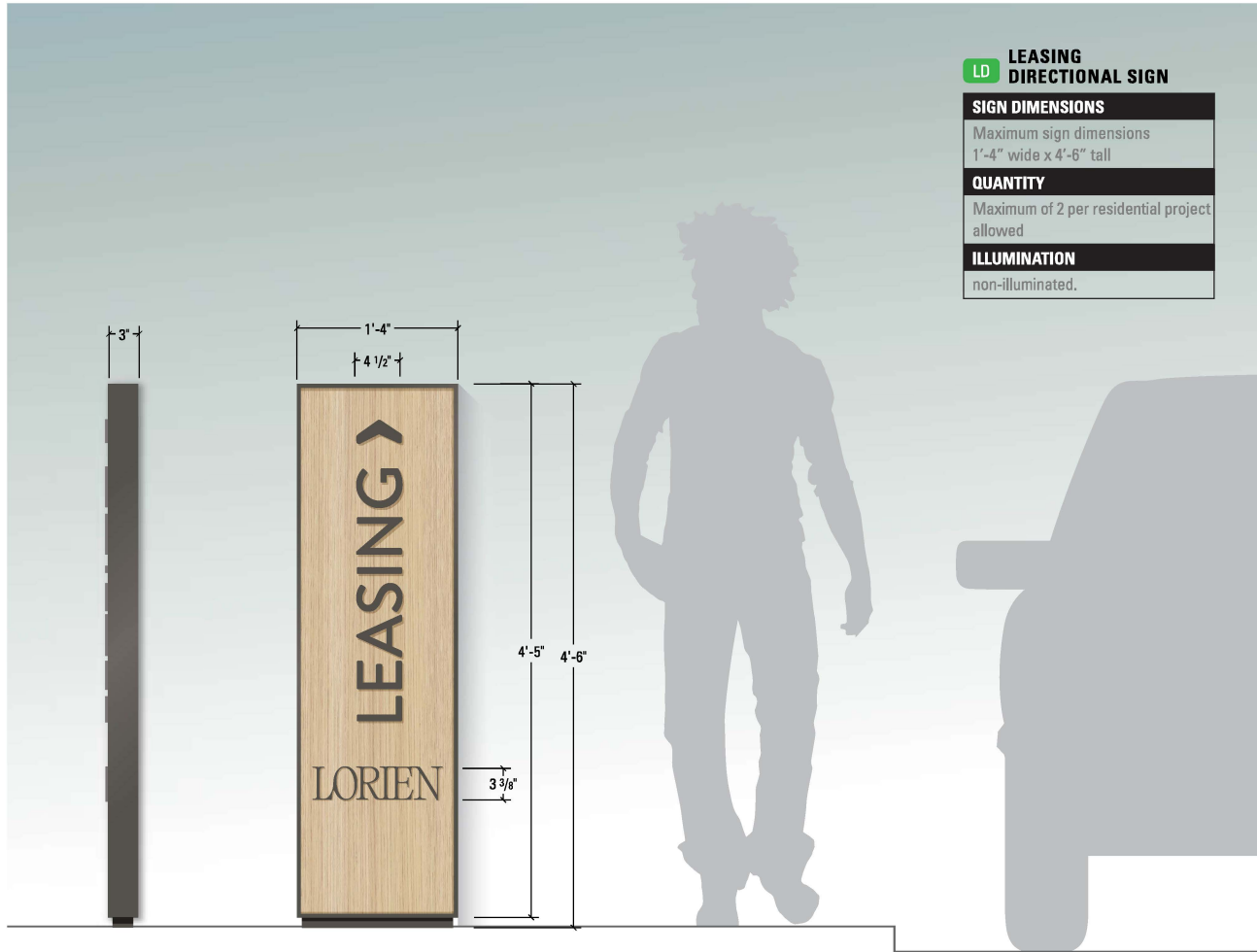
Maximum of 1 per residential project
allowed

ILLUMINATION

Internally or externally illuminated.



SIDE VIEW / NIGHT
Scale: 3/4" = 1'-0"



FRAME
fabricated aluminum
painted SW Urbane Bronze

WOOD PANEL
Exterior grade trespasiding material
to mimic interior wood tone
Trespa® Meteor® Wood Decors
NW02 Elegant Oak, Matte

COPY
1/2" deep fabricated aluminum letters
painted SW Tricorn Black

non-illuminated

6 sf



FRAME
fabricated aluminum
painted SW Urbane Bronze

WOOD PANEL
Exterior grade trespa siding material
to mimic interior wood tone
Trespa® Meteor® Wood Decors
NW02 Elegant Oak, Matte

COPY
1/4" thick aluminum letters
painted SW Tricorn Black

non-illuminated

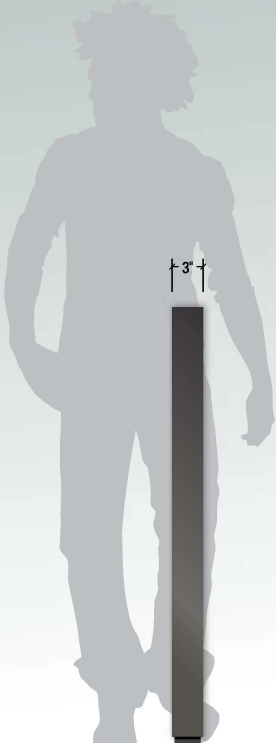
4 sf
maximum allowable
6 sq. ft.

D SITE DIRECTIONAL

SIGN DIMENSIONS
Maximum sign dimensions 1'-6" wide x 4'-0" tall
QUANTITY
Maximum of 2 per residential project allowed
ILLUMINATION
non-illuminated.



FRONT VIEW / D2
Scale: 1" = 1'-0"



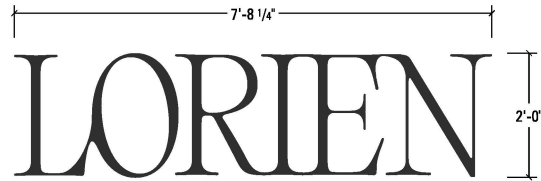
SIDE VIEW / D2 + D3
Scale: 1" = 1'-0"



LETTERS

3" deep fabricated aluminum channel letter
Painted SW 6258 Tricorn Black to match exterior metal
Halo-illuminated

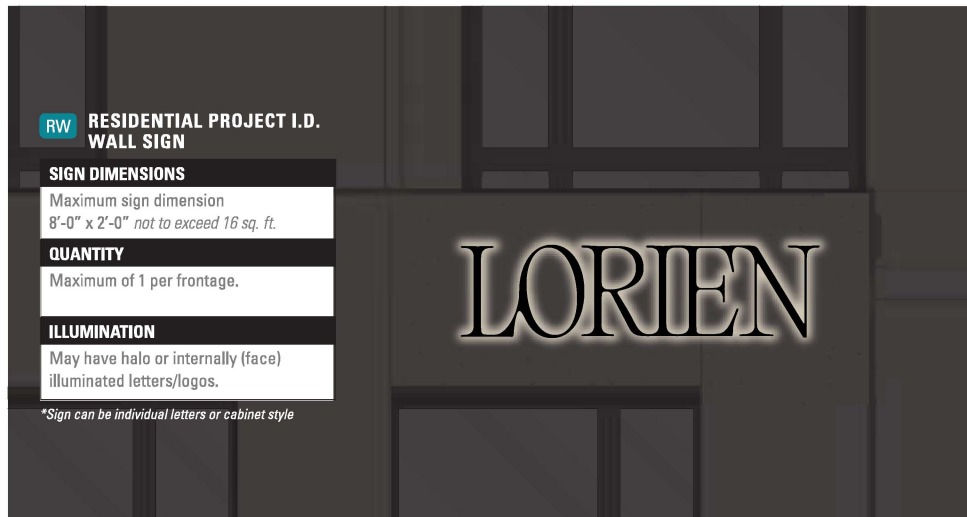
15.5 sf *maximum allowable*
16 sq. ft.



FRONT VIEW
Scale: 1/2" = 1'-0"



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



RW RESIDENTIAL PROJECT I.D.
WALL SIGN

SIGN DIMENSIONS

Maximum sign dimension
8'-0" x 2'-0" not to exceed 16 sq. ft.

QUANTITY

Maximum of 1 per frontage.

ILLUMINATION

May have halo or internally (face)
illuminated letters/logos.

**Sign can be individual letters or cabinet style*

CONTEXT ELEVATION / Night
Scale: 3/8" = 1'-0"



CONTEXT ELEVATION
Scale: 3/16" = 1'-0"

LETTERS

Fabricated aluminum channel letter with LEDs & polycarbonate back, halo-lights against and mounted with standoffs to frosted acrylic backer and aluminum backer plate assembly. Painted SW 6258 Tricorn Black to match exterior metal

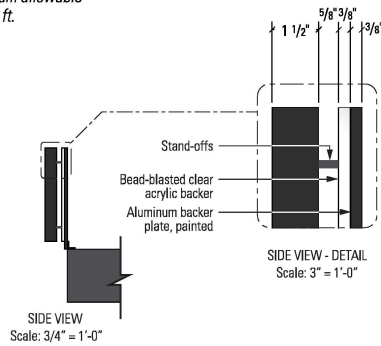
LETTERBASE

1" Fabricated aluminum painted SW 6258 Tricorn Black to match exterior metal

5.5 sf *maximum allowable*
7.5 sq. ft.



FRONT VIEW
Scale: 3/4" = 1'-0"



SIDE VIEW
Scale: 3/4" = 1'-0"

SIDE VIEW - DETAIL
Scale: 3" = 1'-0"



photo example

LC RESIDENTIAL ENTRY LEASING I.D. CANOPY SIGN

SIGN DIMENSIONS
Maximum sign dimension 6'-0" x 1'-3" <i>not to exceed 7.5 sq. ft.</i>
QUANTITY
Maximum of 1 per frontage.
ILLUMINATION
May have halo or internally (face) illuminated letters/logos.



CONTEXT ELEVATION / Night
Scale: 1/4" = 1'-0"



CONTEXT ELEVATION / Day
Scale: 1/4" = 1'-0"

5'-6"

RESIDENT PARKING ONLY

FRONT VIEW
Scale: 1" = 1'-0"

1/2"

SIDE VIEW
Scale: 1" = 1'-0"

2'-1 1/2"

RESIDENT PARKING ONLY

4"

1'-3 1/2"

FRONT VIEW
Scale: 1" = 1'-0"

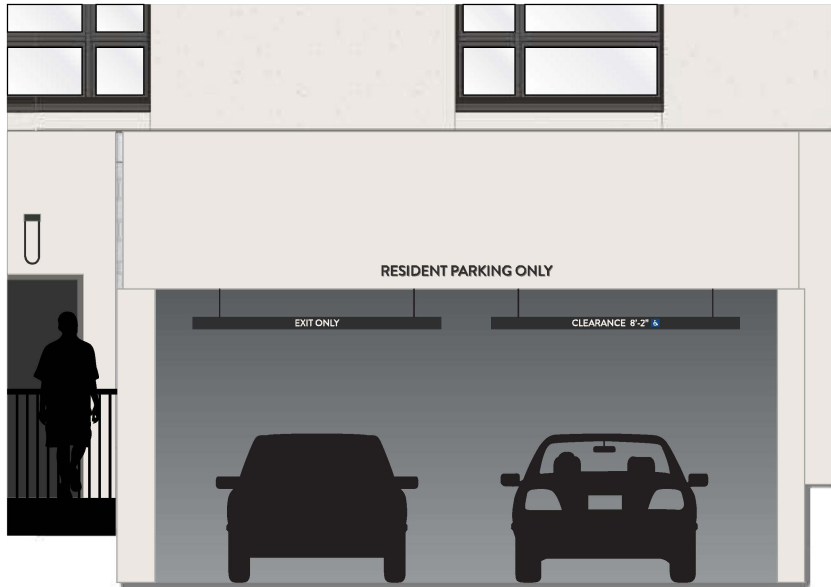
1/2"

SIDE VIEW
Scale: 1" = 1'-0"

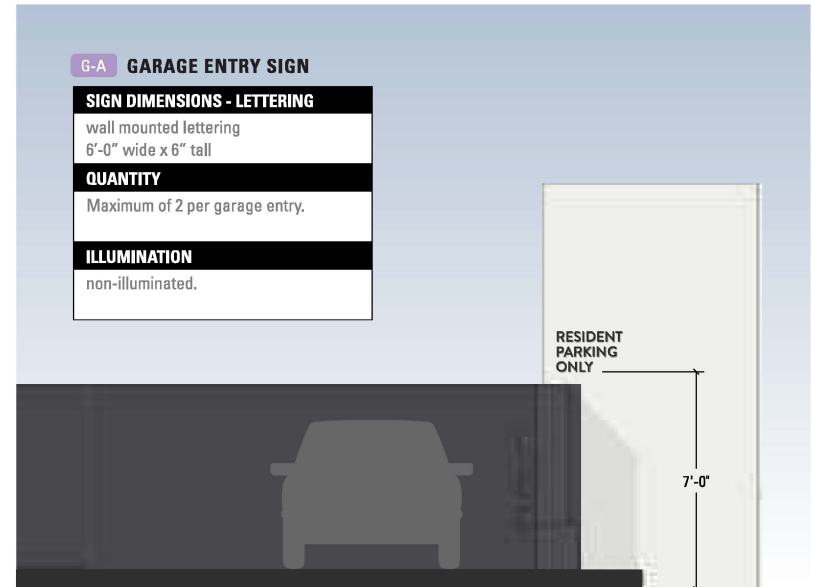
COPY
1/2" thick acrylic,
painted SW 6258 Tricorn Black
flush-mounted to wall

non-illuminated

2.75 sf
maximum allowable
3 sq. ft.



CONTEXT ELEVATION / NORTH
Scale: 1/4" = 1'-0"



CONTEXT ELEVATION / SOUTH
Scale: 1/4" = 1'-0"

G-A GARAGE ENTRY SIGN

SIGN DIMENSIONS - LETTERING

wall mounted lettering
6'-0" wide x 6" tall

QUANTITY

Maximum of 2 per garage entry.

ILLUMINATION

non-illuminated.



FRONT VIEW
Scale: 1-1/2" = 1'-0"

1/2"

ADDRESS COPY
1/2" thick acrylic letters,
painted SW 6258 Tricorn Black
to match exterior metal

non-illuminated

Exempt

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



CONTEXT ELEVATION
Scale: 1/4" = 1'-0"