



MISSION CITY CENTER

MASTER SIGN PROGRAM
PLANNING APPLICATION
12 FEBRUARY 2021

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CLIENT:

SOUTH BAY
DEVELOPMENT CO.

SOUTHBAY.US

PROJECT



2350, 2360, 2390, 2400
MISSION COLLEGE BLVD,
SANTA CLARA, CA

PHASE:

MASTER SIGN PROGRAM
PLANNING APPLICATION

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SIGNAGE LOCATIONS | SUMMARY

IDENTITY SIGNAGE	
MONUMENT IDENTITY SIGN	
WALL IDENTITY SIGN	
TENANT SIGNAGE	
MONUMENT TENANT SIGN	
WALL TENANT SIGN	

NOTE
• The sign area of individual signs may vary from these Sign Areas provided the Maximum Sign Area is not exceeded.

NOTE
• Allowance of one (1) sq. ft. of signage per one (1) ft. of linear Street Frontage.

SIGN AREA	
LOCATION	MAX TOTAL SF
SITE	132
2400 NORTH ELEVATION	128
2400 EAST ELEVATION	128
2400 WEST ELEVATION	32
2390 NORTH ELEVATION	128
2390 EAST ELEVATION	160
2350 NORTHEAST ELEVATION	294
6,000 SQ FT COMMERCIAL BUILDING EAST ELEVATION	120
TOTAL	1,122

STREET FRONTAGE	
AREA	TOTAL FT
PCL. 1	228.26
PCL. 2	372.79
PCL. 3	526.68
TOTAL	1,127.73

SITE				TOTAL: 132 SF
SIGN	UNIT SF	QTY.	TOTAL SF	
MONUMENT IDENTITY SIGN	24	1	24	
MONUMENT TENANT SIGN	54	2	108	

BUILDINGS				TOTAL: 990 SF
BUILDING 2400				TOTAL: 288 SF
SIGN	UNIT SF	QTY.	TOTAL SF	
WALL IDENTITY SIGN	32	1	32	
WALL TENANT SIGN	128	2	256	
BUILDING 2390				TOTAL: 288 SF
SIGN	UNIT SF	QTY.	TOTAL SF	
WALL IDENTITY SIGN	32	1	32	
WALL TENANT SIGN	128	2	256	
BUILDING 2350				TOTAL: 294 SF
SIGN	UNIT SF	QTY.	TOTAL SF	
WALL IDENTITY SIGN	32	1	32	
WALL TENANT SIGN	232	1	232	
WALL TENANT SIGN	30	1	30	
6,000 SQ FT COMMERCIAL BUILDING				TOTAL: 120 SF
SIGN	UNIT SF	QTY.	TOTAL SF	
WALL TENANT SIGN	30	4	120	

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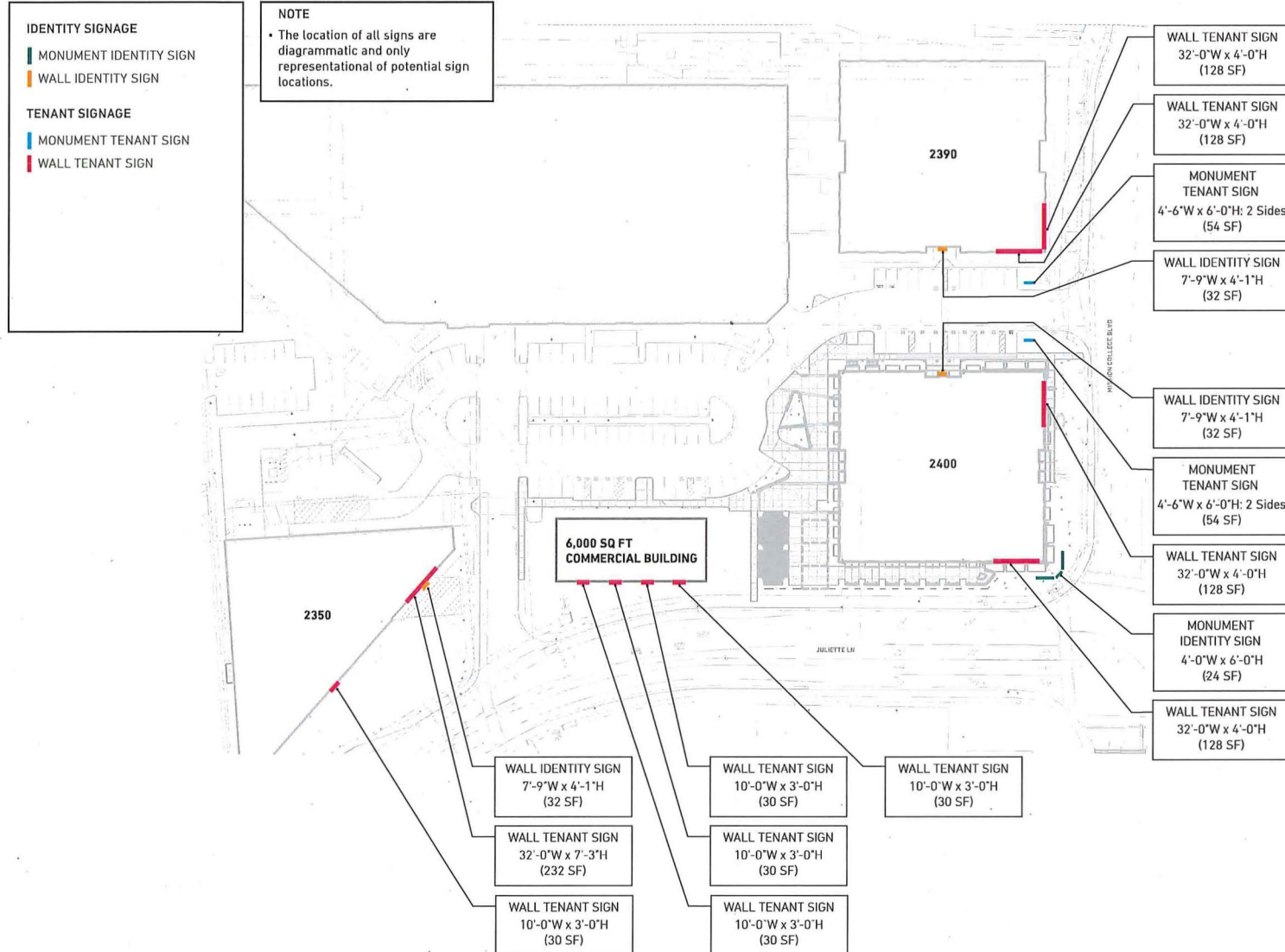
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SIGNAGE LOCATIONS | SIGNAGE VARIANCE PLAN



1 SIGN LOCATION PLAN: SITE
Scale: 1:1000



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SIGNAGE LOCATIONS | 2400 BUILDING

IDENTITY SIGNAGE

- MONUMENT IDENTITY SIGN
- WALL IDENTITY SIGN

TENANT SIGNAGE

- MONUMENT TENANT SIGN
- WALL TENANT SIGN

2400 NORTH ELEVATION TOTAL: 128 SF

SIGN	UNIT SF	QTY.	TOTAL SF
WALL TENANT SIGN	128	1	128

2400 EAST ELEVATION TOTAL: 128 SF

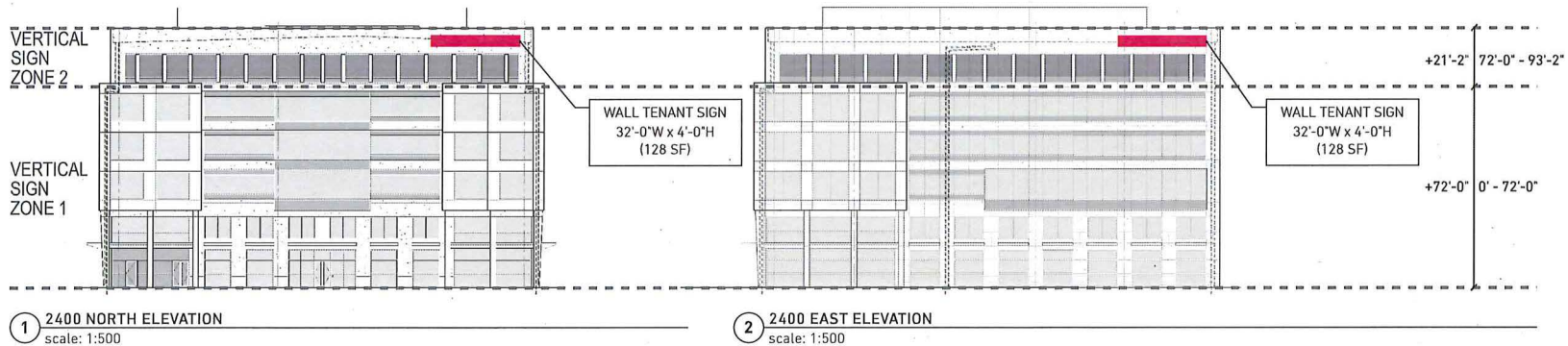
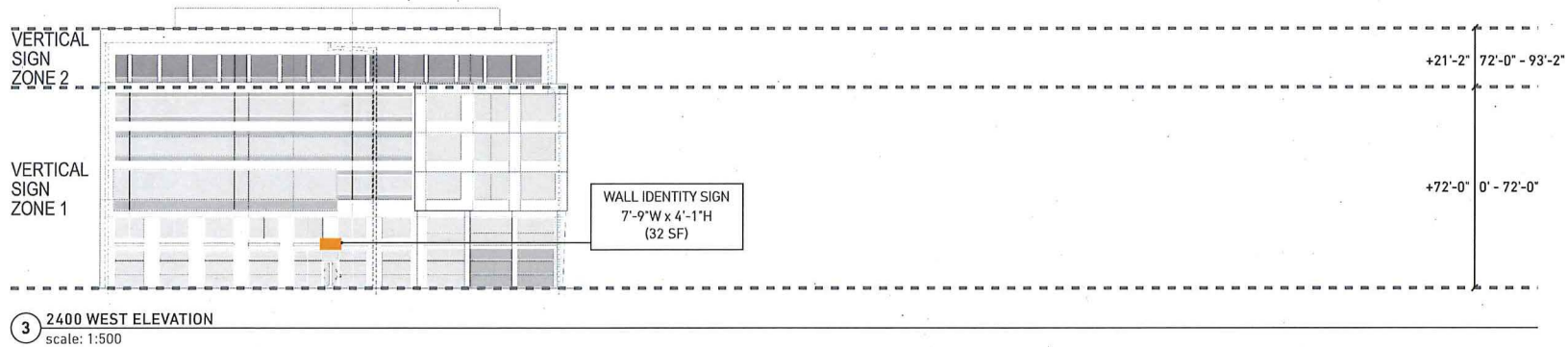
SIGN	UNIT SF	QTY.	TOTAL SF
WALL TENANT SIGN	128	1	128

2400 WEST ELEVATION TOTAL: 32 SF

SIGN	UNIT SF	QTY.	TOTAL SF
WALL IDENTITY SIGN	32	1	32

NOTE

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- The location of all signs are diagrammatic and only representational of potential sign locations.



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SIGNAGE LOCATIONS | 2390 BUILDING



IDENTITY SIGNAGE

- MONUMENT IDENTITY SIGN
- WALL IDENTITY SIGN

TENANT SIGNAGE

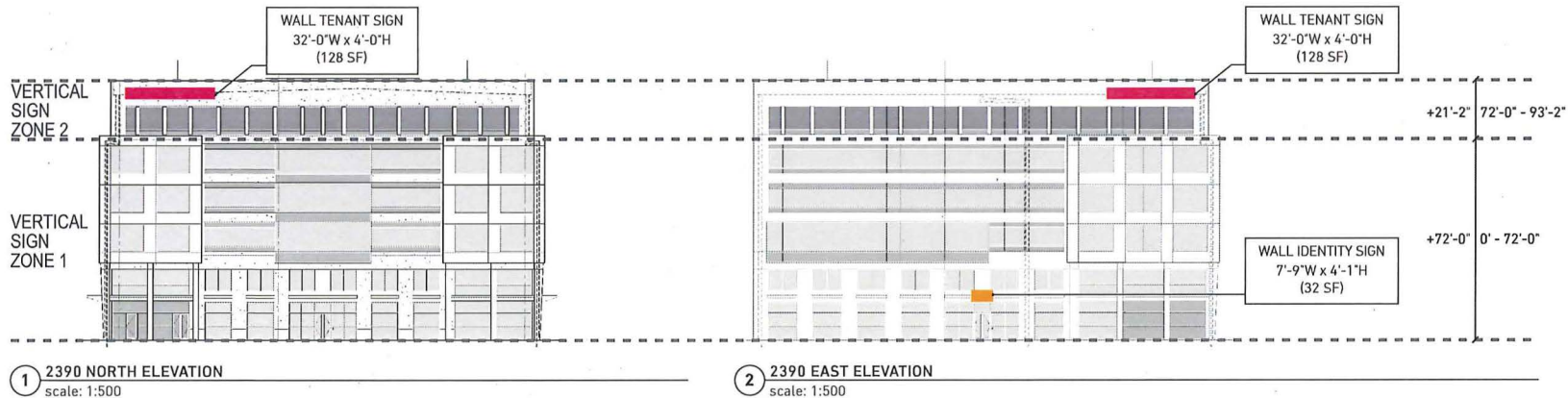
- MONUMENT TENANT SIGN
- WALL TENANT SIGN

2390 NORTH ELEVATION		TOTAL: 128 SF	
SIGN	UNIT SF	QTY.	TOTAL SF
 WALL TENANT SIGN	128	1	128

2390 EAST ELEVATION		TOTAL: 160 SF	
SIGN	UNIT SF	QTY.	TOTAL SF
 WALL IDENTITY SIGN	32	1	32
 WALL TENANT SIGN	128	1	128

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SIGNAGE LOCATIONS | 2350 BUILDING

IDENTITY SIGNAGE

- MONUMENT IDENTITY SIGN
- WALL IDENTITY SIGN

TENANT SIGNAGE

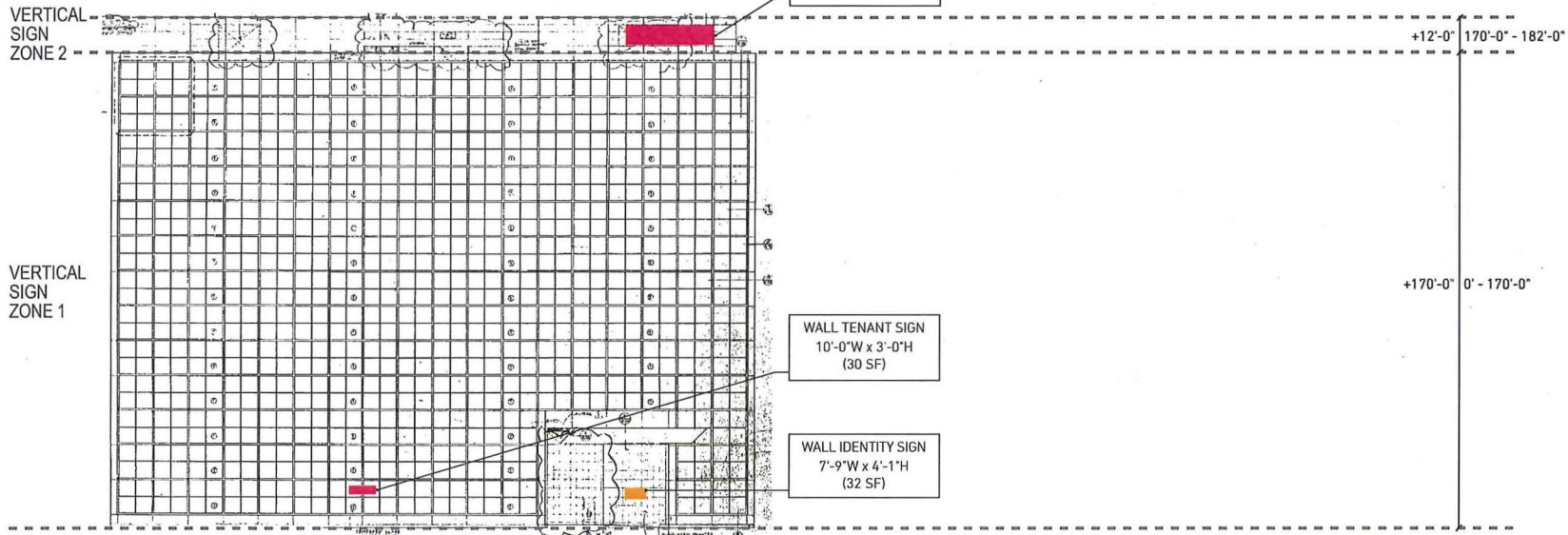
- MONUMENT TENANT SIGN
- WALL TENANT SIGN

2350
NORTHEAST ELEVATION TOTAL: 294 SF

SIGN	UNIT SF	QTY.	TOTAL SF
WALL IDENTITY SIGN	32	1	32
WALL TENANT SIGN	232	1	232
WALL TENANT SIGN	30	1	30

NOTE

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1 2350 NORTHEAST ELEVATION
scale: 1:500

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SIGNAGE LOCATIONS | 6,000 SQ FT COMMERCIAL BUILDING

IDENTITY SIGNAGE

MONUMENT IDENTITY SIGN

WALL IDENTITY SIGN

TENANT SIGNAGE

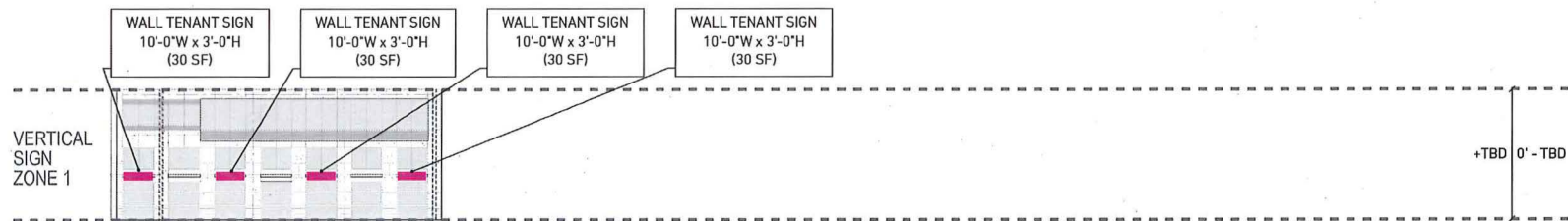
MONUMENT TENANT SIGN

WALL TENANT SIGN

6,000 SQ FT COMMERCIAL BLDG. EAST ELEVATION		TOTAL: 120 SF		
SIGN	UNIT SF	QTY.	TOTAL SF	
<div></div> WALL TENANT SIGN	30	4	120	

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1 6,000 SQ FT COMMERCIAL BUILDING EAST ELEVATION
scale: 1:500

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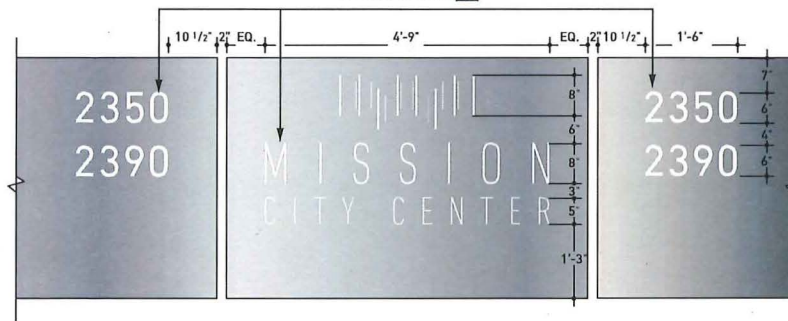
SIGN TYPE DETAILS

SIGN TYPE DETAILS | MONUMENT IDENTITY SIGN

SIGN AREA: 24 SQ FT

CUT OUT TO REVEAL LIGHTING ON INTERIOR RETURN.
M5 CUT ADDRESS AND LOGO BETWEEN M1 PANELS.

LOGO FONT: F1
ADDRESS FONT: F2



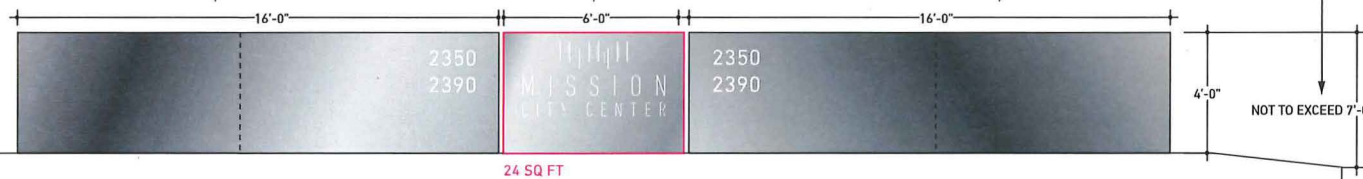
2 DETAIL VIEW
scale: 1/2"=1'-0"

M1 CHANGEABLE 8'-0" WIDE METAL PANELS TO BE REMOVED DURING CONSTRUCTION OF NEW BUILDING.
PAINTED P3 AND COATED P1

LANDSCAPED BERMED WALL WITH BRAND LOGO ATTACHED.

M1 CHANGEABLE 6'-0" WIDE METAL PANELS TO BE REMOVED DURING CONSTRUCTION OF NEW BUILDING.
PAINTED P3 AND COATED P1

MONUMENT SIGNS NOT EXCEEDING 7' IN HEIGHT MEASURED FROM THE TOP OF THE NEAREST STREET CURB PER SIGN CODE 18.80.060 LOCATION LIMITATION (C).



1 FLAT FRONT VIEW
scale: 1/4"=1'-0"

MATERIAL

- M1 ALUMINUM
- M4 BRUSH FIN. ALUMINUM
- M5 OPAQ. WHITE ACRYLIC

COLORS/PAINTS

- P1 CLEAR COAT
- P2 WHITE
- P3 SILVER
- P4 BLUE

FONTS

- F1 DIN NEXT LT PRO ULTRA LIGHT COND.
- F2 DIN NEXT LT PRO REGULAR

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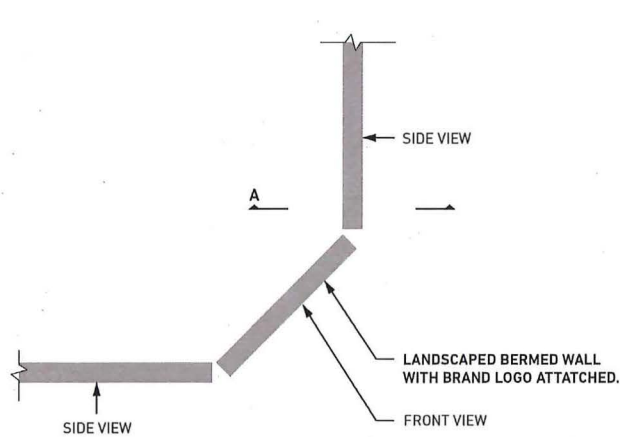
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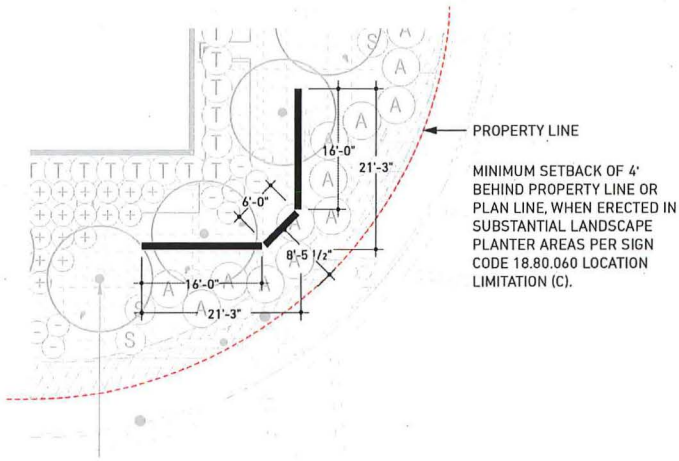
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SIGN TYPE DETAILS | MONUMENT IDENTITY SIGN

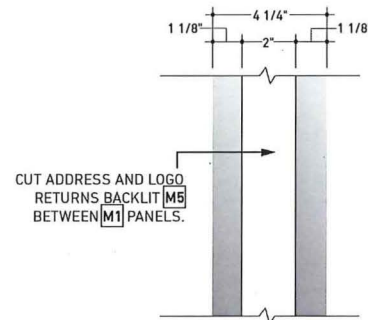


3 PLAN VIEW
scale: 1/4"=1'-0"

4 LOCATION PLAN
scale: 1/16"=1'-0"



1 REFERENCE IMAGE: LIGHTING CUT OUT
scale: NTS



2 SECTION A
scale: 3"=1'-0"

MATERIAL

- M1 ALUMINUM
- M4 BRUSH FIN. ALUMINUM
- M5 OPAQ. WHITE ACRYLIC

COLORS/PAINTS

- P1 CLEAR COAT
- P2 WHITE
- P3 SILVER
- P4 BLUE

FONTS

- F1 DIN NEXT LT PRO ULTRA LIGHT COND.
- F2 DIN NEXT LT PRO REGULAR

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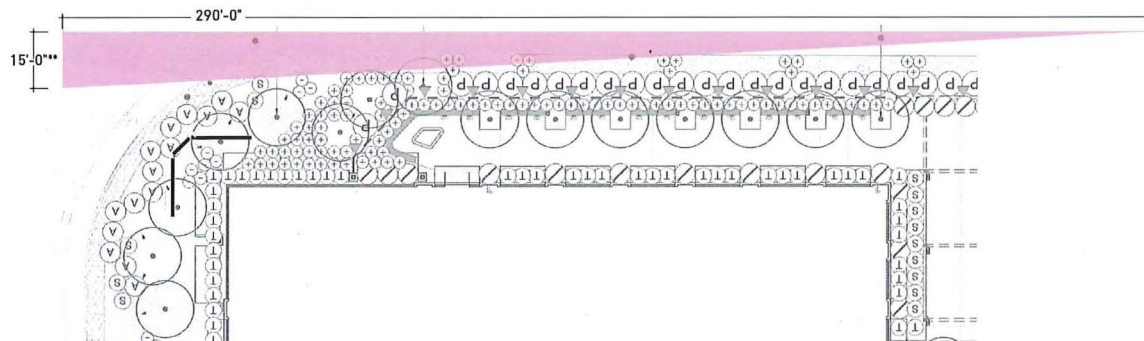
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SIGN TYPE DETAILS | MONUMENT IDENTITY SIGN

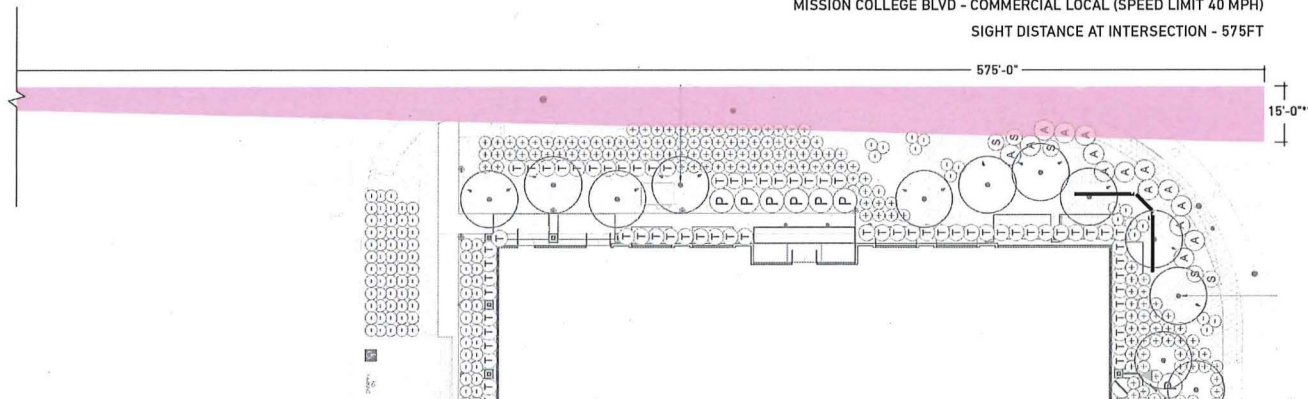
**15 FEET MEASURED FROM FACE-OF-CURB OR EDGE-OF-TRAVELWAY.
(FROM THE 2004 AASHTO GEOMETRIC DESIGN OF HIGHWAYS AND STREETS)

JULIETTE LN - COMMERCIAL LOCAL (SPEED LIMIT 25MPH)
SIGHT DISTANCE AT INTERSECTION - 290FT



2 SIGHT TRIANGLE: JULIETTE LN
scale: 1/32"=1'-0"

MISSION COLLEGE BLVD - COMMERCIAL LOCAL (SPEED LIMIT 40 MPH)
SIGHT DISTANCE AT INTERSECTION - 575FT



1 SIGHT TRIANGLE: MISSION COLLEGE BLVD
scale: 1/32"=1'-0"

MATERIAL

- M1 ALUMINUM
- M4 BRUSH FIN. ALUMINUM
- M5 OPAQ. WHITE ACRYLIC

COLORS/PAINTS

- P1 CLEAR COAT
- P2 WHITE
- P3 SILVER
- P4 BLUE

FONTS

- F1 DIN NEXT LT PRO ULTRA LIGHT COND.
- F2 DIN NEXT LT PRO REGULAR

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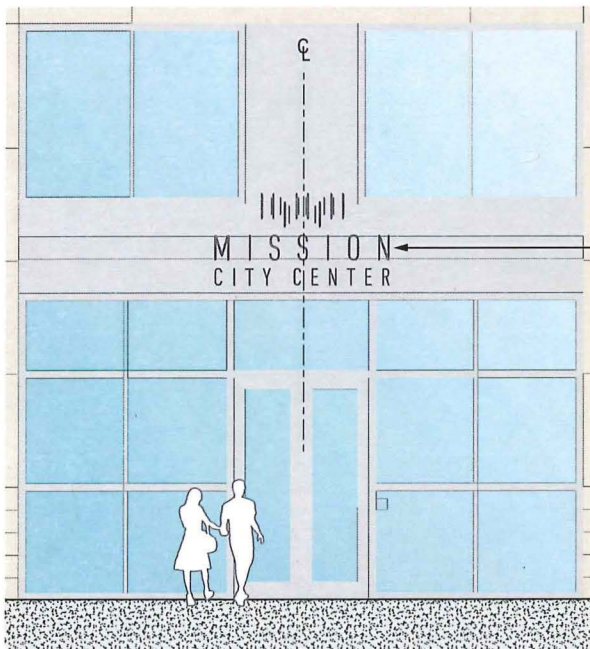
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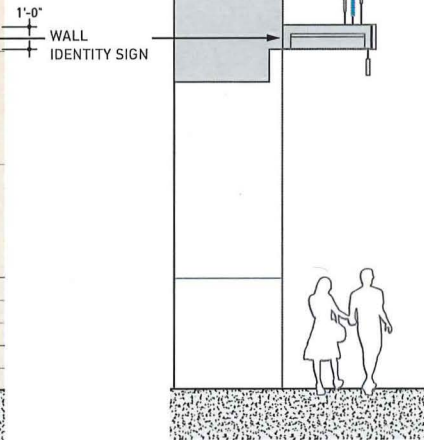
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SIGN TYPE DETAILS | WALL IDENTITY SIGN (BUILDINGS 2400 & 2390)



1 CONTEXT FRONT VIEW
scale: 3/16"=1'-0"



2 CONTEXT SIDE VIEW
scale: 3/16"=1'-0"

MATERIAL

- M1 ALUMINUM
- M4 BRUSH FIN. ALUMINUM
- M5 OPAQ. WHITE ACRYLIC

COLORS/PAINTS

- P1 CLEAR COAT
- P2 WHITE
- P3 SILVER
- P4 BLUE

FONTS

- F1 DIN NEXT LT PRO
ULTRA LIGHT COND.
- F2 DIN NEXT LT PRO
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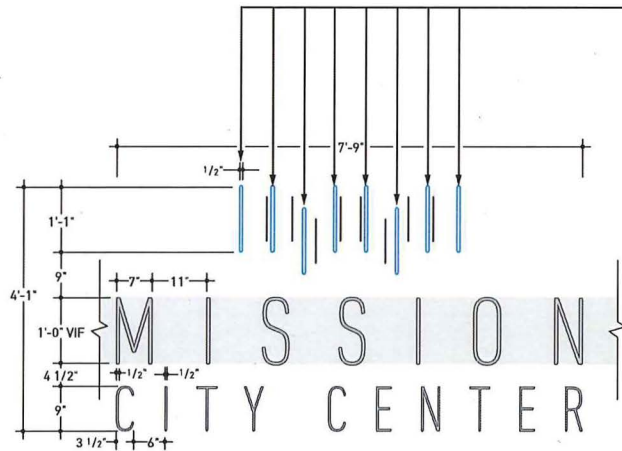
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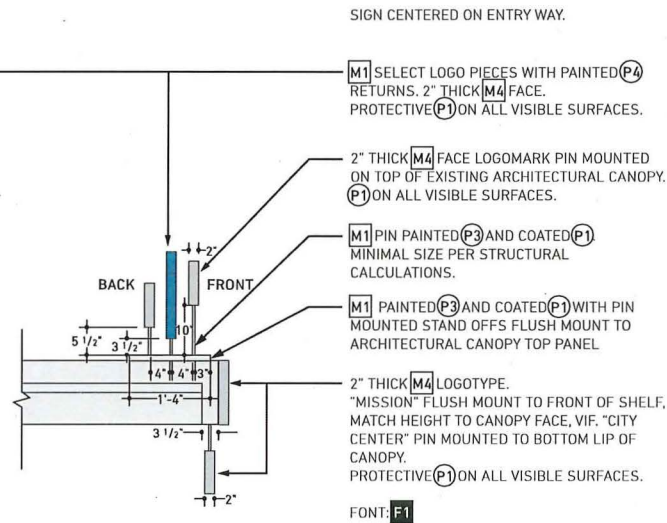
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SIGN TYPE DETAILS | WALL IDENTITY SIGN (BUILDINGS 2400 & 2390)

SIGN AREA: 32 SQ FT



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



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

MATERIAL

- M1 ALUMINUM
- M4 BRUSH FIN. ALUMINUM
- M5 OPAQ. WHITE ACRYLIC

COLORS/PAINTS

- P1 CLEAR COAT
- P2 WHITE
- P3 SILVER
- P4 BLUE

FONTS

- F1 DIN NEXT LT PRO ULTRA LIGHT COND.
- F2 DIN NEXT LT PRO REGULAR

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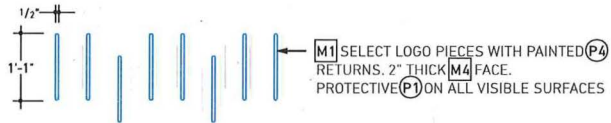
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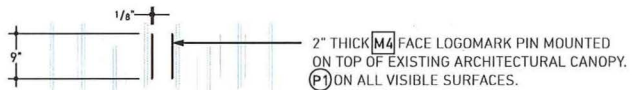
SIGN TYPE DETAILS | WALL IDENTITY SIGN (BUILDINGS 2400 & 2390)



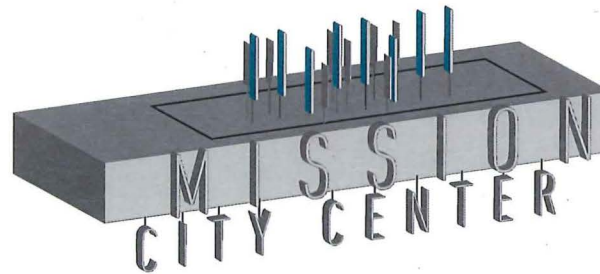
3 BACK PIECES scale: 1/2"=1'-0"



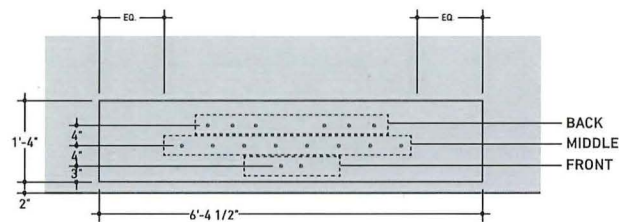
2 MIDDLE PIECES scale: 1/2"=1'-0"



1 FRONT PIECES scale: 1/2"=1'-0"



5 AXON VIEW scale: NTS



4 TOP VIEW - INSET PANEL DETAIL scale: 1/2"=1'-0"

MATERIAL

- M1** ALUMINUM
- M4** BRUSH FIN. ALUMINUM
- M5** OPAQ. WHITE ACRYLIC

COLORS/PAINTS

- P1** CLEAR COAT
- P2** WHITE
- P3** SILVER
- P4** BLUE

FONTS

- F1** DIN NEXT LT PRO ULTRA LIGHT COND.
- F2** DIN NEXT LT PRO REGULAR

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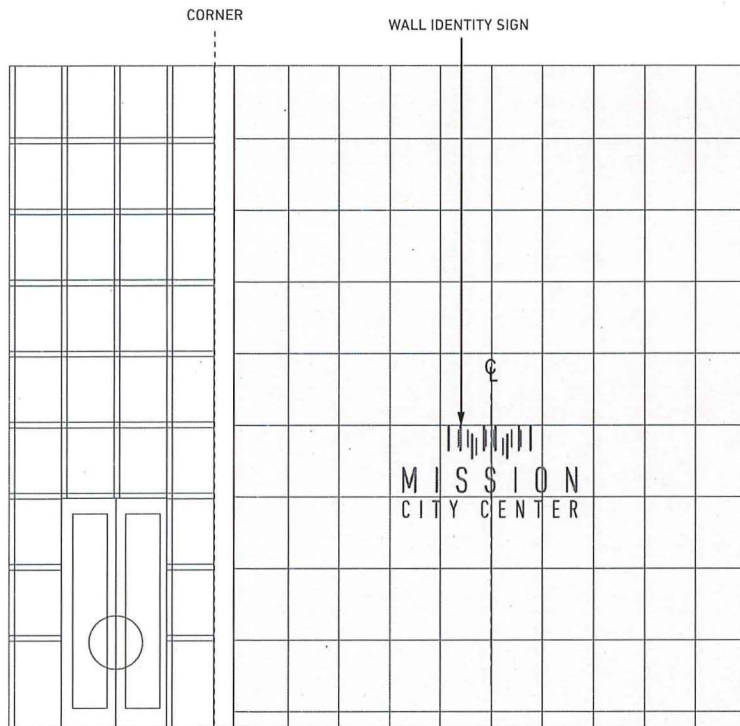
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SIGN TYPE DETAILS | WALL IDENTITY SIGN (BUILDING 2350)



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

MATERIAL

- M1 ALUMINUM
- M4 BRUSH FIN. ALUMINUM
- M5 OPAQ. WHITE ACRYLIC

COLORS/PAINTS

- P1 CLEAR COAT
- P2 WHITE
- P3 SILVER
- P4 BLUE

FONTS

- F1 DIN NEXT LT PRO
ULTRA LIGHT COND.
- F2 DIN NEXT LT PRO
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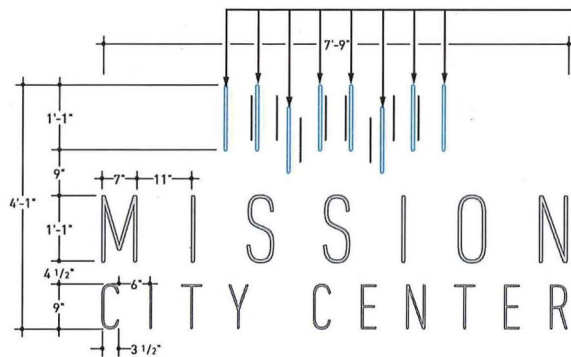
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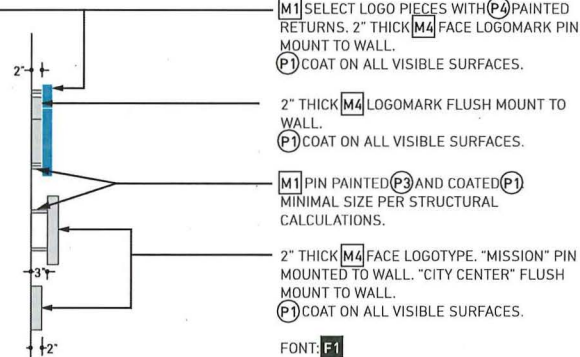
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SIGN TYPE DETAILS | WALL IDENTITY SIGN (BUILDING 2350)

SIGN AREA: 32 SQ FT



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



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

- M1 SELECT LOGO PIECES WITH P4 PAINTED RETURNS. 2" THICK M4 FACE LOGOMARK PIN MOUNT TO WALL.
P1 COAT ON ALL VISIBLE SURFACES.
- 2" THICK M4 LOGOMARK FLUSH MOUNT TO WALL.
P1 COAT ON ALL VISIBLE SURFACES.
- M1 PIN PAINTED P3 AND COATED P1 MINIMAL SIZE PER STRUCTURAL CALCULATIONS.
- 2" THICK M4 FACE LOGOTYPE. "MISSION" PIN MOUNTED TO WALL. "CITY CENTER" FLUSH MOUNT TO WALL.
P1 COAT ON ALL VISIBLE SURFACES.
- FONT: F1

MATERIAL

- M1 ALUMINUM
- M4 BRUSH FIN. ALUMINUM
- M5 OPAQ. WHITE ACRYLIC

COLORS/PAINTS

- P1 CLEAR COAT
- P2 WHITE
- P3 SILVER
- P4 BLUE

FONTS

- F1 DIN NEXT LT PRO ULTRA LIGHT COND.
- F2 DIN NEXT LT PRO REGULAR

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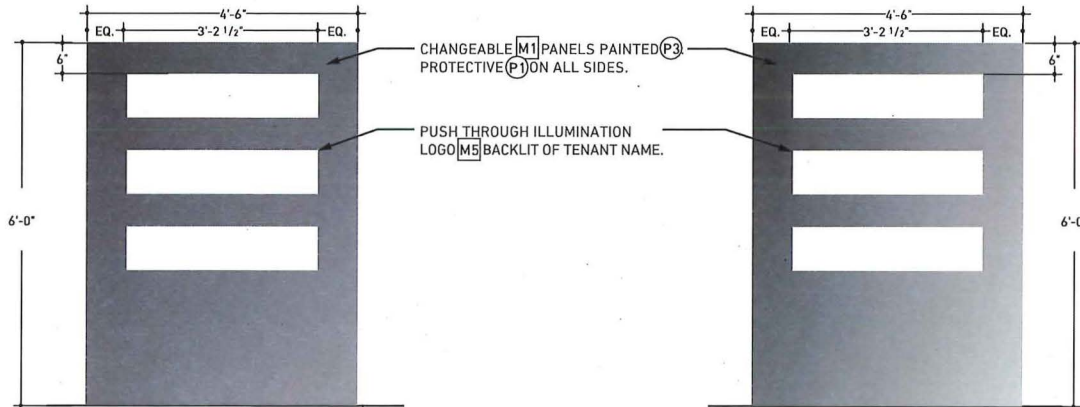
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SIGN TYPE DETAILS | MONUMENT TENANT SIGN

SIGN AREA: 54 SQ FT



3 PLAN VIEW
scale: 1/2"=1'-0"



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

2 BACK VIEW
scale: 1/2"=1'-0"

MATERIAL

- M1 ALUMINUM
- M4 BRUSH FIN. ALUMINUM
- M5 OPAQ. WHITE ACRYLIC

COLORS/PAINTS

- P1 CLEAR COAT
- P2 WHITE
- P3 SILVER
- P4 BLUE

FONTS

- F1 DIN NEXT LT PRO
ULTRA LIGHT COND.
- F2 DIN NEXT LT PRO
REGULAR

DESIGNED BY:

FOUND.

THEFOUNDDESIGN.COM

CLIENT:

SOUTH BAY
DEVELOPMENT CO.

SOUTHBAY.US

PROJECT



2350, 2360, 2390, 2400
MISSION COLLEGE BLVD.
SANTA CLARA, CA

PHASE:

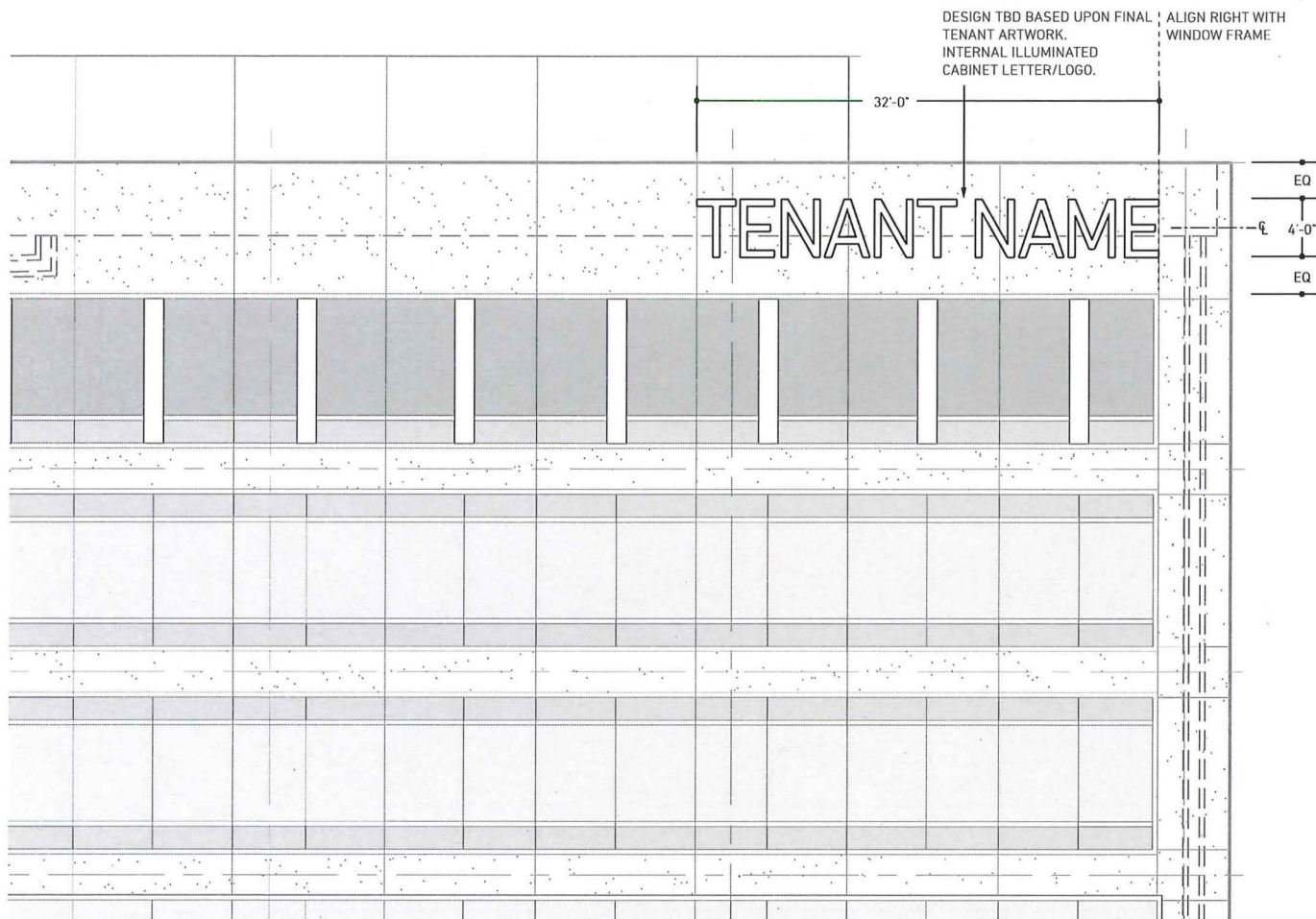
MASTER SIGN PROGRAM
PLANNING APPLICATION

SUBMITTAL DATE:

12 FEBRUARY 2021

SIGN TYPE DETAILS | WALL TENANT SIGN (BUILDING 2400)

SIGN AREA: 128 SQ FT



MATERIAL

- ☐ M1 ALUMINUM
- ☐ M4 BRUSH FIN. ALUMINUM
- ☐ M5 OPAQ. WHITE ACRYLIC

COLORS/PAINTS

- ☐ P1 CLEAR COAT
- ☐ P2 WHITE
- ☐ P3 SILVER
- ☒ P4 BLUE

FONTS

- ☒ F1 DIN NEXT LT PRO ULTRA LIGHT COND.
- ☒ F2 DIN NEXT LT PRO REGULAR

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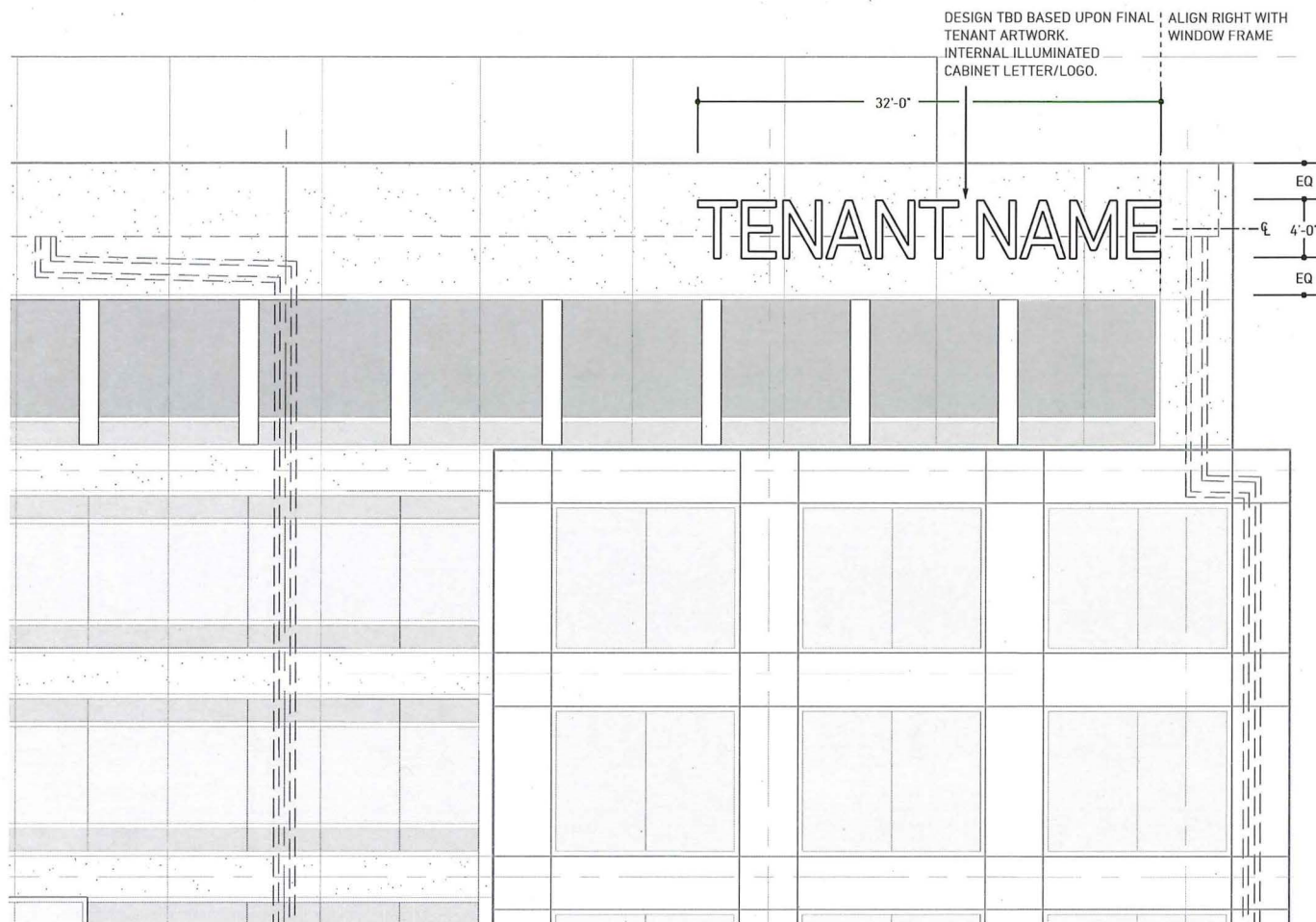
SUBMITTAL DATE:

12 FEBRUARY 2021

1 CONTEXT 2400 ROOF EAST ELEVATION
scale: 1/8"=1'-0"

SIGN TYPE DETAILS | WALL TENANT SIGN (BUILDING 2390)

SIGN AREA: 128 SQ FT



MATERIAL

- M1** ALUMINUM
- M4** BRUSH FIN. ALUMINUM
- M5** OPAQ. WHITE ACRYLIC

COLORS/PAINTS

- P1** CLEAR COAT
- P2** WHITE
- P3** SILVER
- P4** BLUE

FONTS

- F1** DIN NEXT LT PRO
ULTRA LIGHT COND.
- F2** DIN NEXT LT PRO
REGULAR

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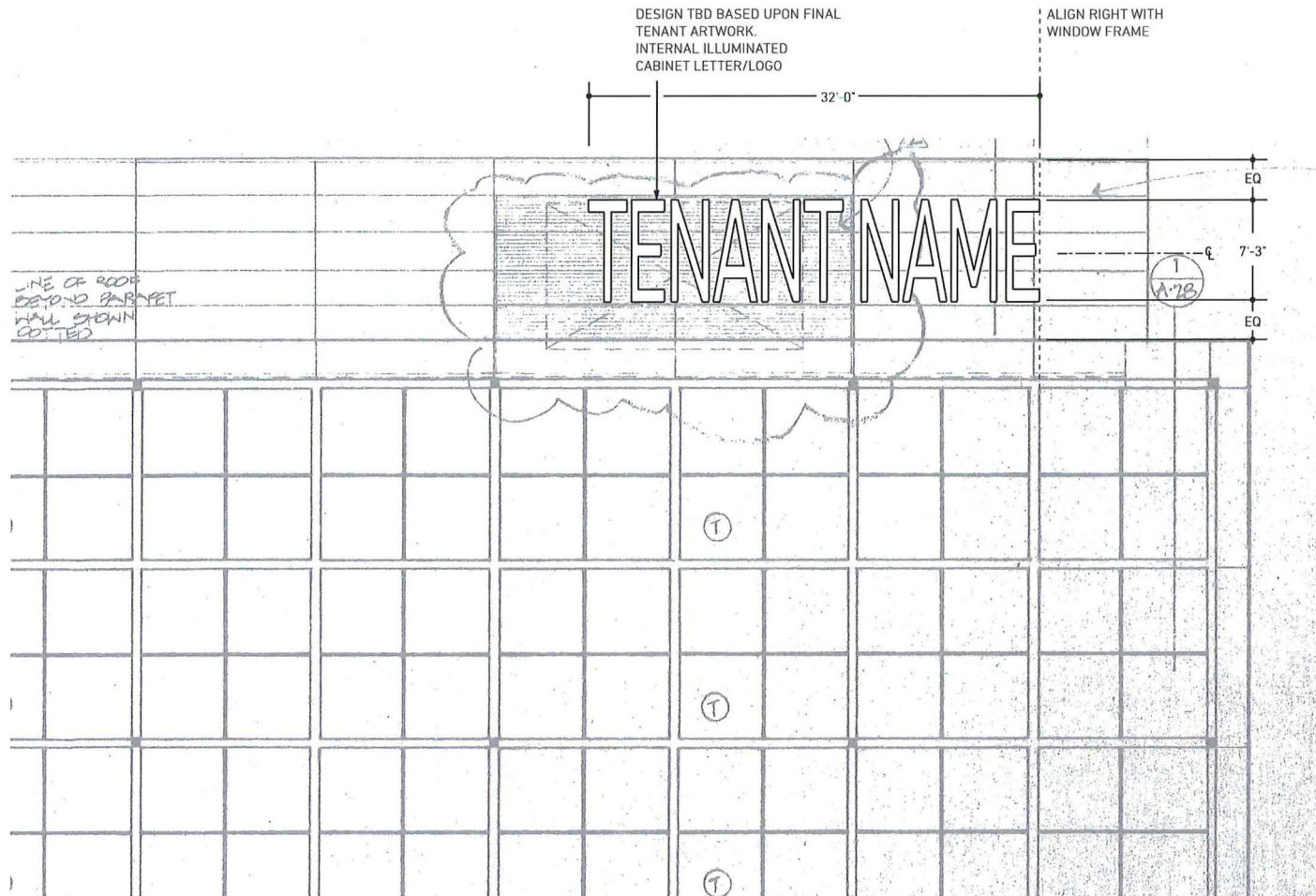
SUBMITTAL DATE:

12 FEBRUARY 2021

1 CONTEXT 2390 ROOF EAST ELEVATION
scale: 1/8"=1'-0"

SIGN TYPE DETAILS | WALL TENANT SIGN (BUILDING 2350)

SIGN AREA: 232 SQ FT



1 CONTEXT 2350 ROOF NORTHEAST ELEVATION
scale: 1/8"=1'-0"

MATERIAL

- M1 ALUMINUM
- M4 BRUSH FIN. ALUMINUM
- M5 OPAQ. WHITE ACRYLIC

COLORS/PAINTS

- P1 CLEAR COAT
- P2 WHITE
- P3 SILVER
- P4 BLUE

FONTS

- F1 DIN NEXT LT PRO
ULTRA LIGHT COND.
- F2 DIN NEXT LT PRO
REGULAR

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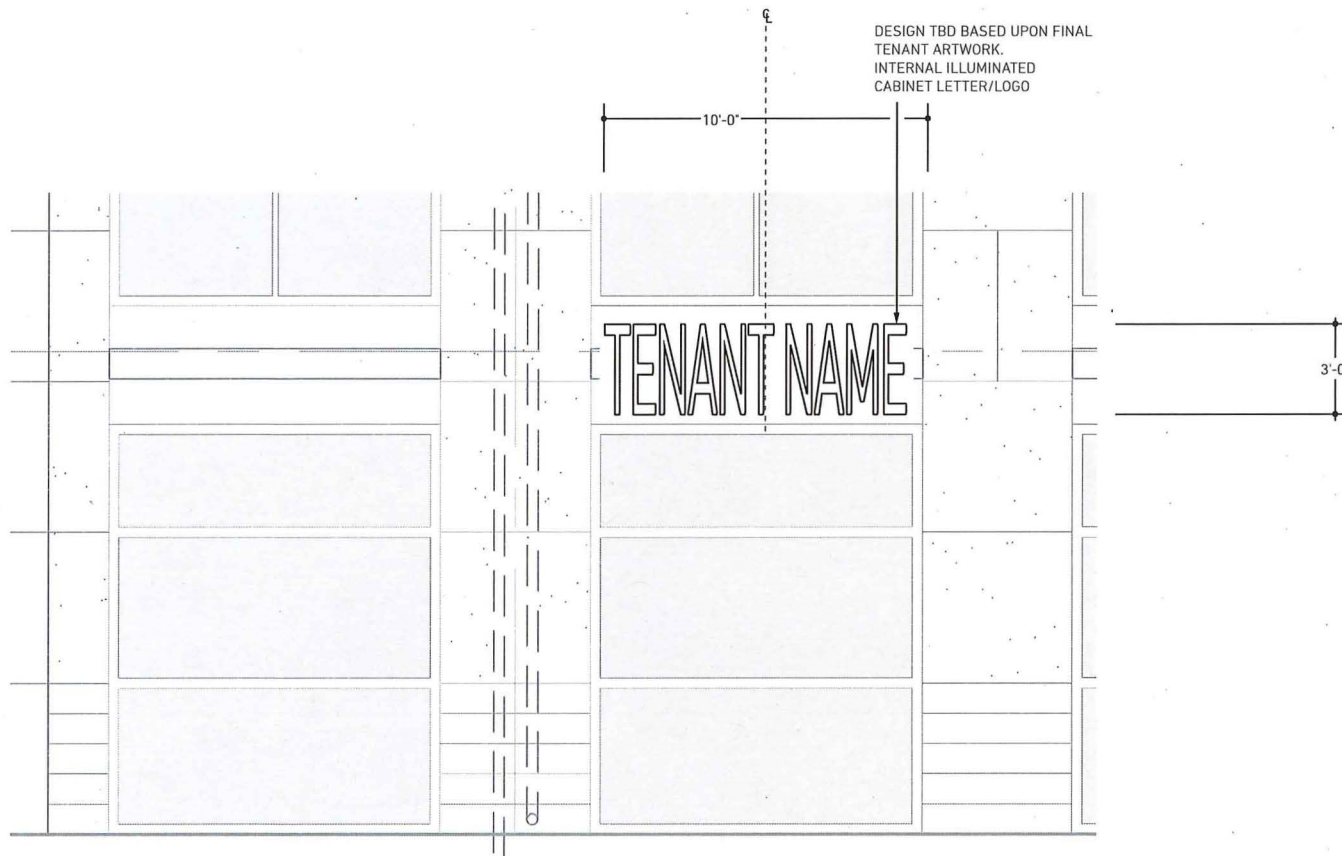
MASTER SIGN PROGRAM
PLANNING APPLICATION

SUBMITTAL DATE:

12 FEBRUARY 2021

SIGN TYPE DETAILS | WALL TENANT SIGN (BUILDING 2350 & 6000 SQ FT COMMERCIAL BUILDING)

SIGN AREA: 30 SQ FT



MATERIAL

- M1** ALUMINUM
- M4** BRUSH FIN. ALUMINUM
- M5** OPAQ. WHITE ACRYLIC

COLORS/PAINTS

- P1** CLEAR COAT
- P2** WHITE
- P3** SILVER
- P4** BLUE

FONTS

- F1** DIN NEXT LT PRO ULTRA LIGHT COND.
- F2** DIN NEXT LT PRO REGULAR

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PROJECT



2350, 2360, 2390, 2400
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PHASE:

MASTER SIGN PROGRAM
PLANNING APPLICATION

SUBMITTAL DATE:

12 FEBRUARY 2021

1 CONTEXT 6,000 SQ FT COMMERCIAL BUILDING EAST ELEVATION
scale: 1/4"=1'-0"

SIGN TYPE DETAILS | WALL TENANT SIGN (LIGHTING)

FACE ILLUMINATION

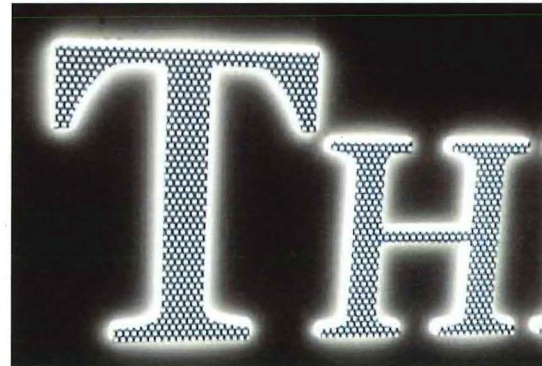
THIS METHOD OF ILLUMINATION IS MOST COMMONLY ACHIEVED THROUGH THE USE OF A FABRICATED CABINET WITH TRANSLUCENT ACRYLIC FACE AND/OR RETURNS AND AN INTERNAL ARRAY OF LED STRIP OR LATTICE LIGHTING. THE BRIGHTEST ILLUMINATION IS THE RESULT OF PAINTING THE INTERIOR OF THE SIGN CABINET WHITE AND USING MULTIPLE LAYERS OF LED LIGHTING. HOT SPOTS CAN BE ELIMINATED WITH THE USE OF A FROSTED DIFFUSER LAYER BETWEEN THE LED'S AND EXTERIOR CABINET WALLS. THIS TECHNIQUE PROVIDES A BRIGHT, EVEN LEVEL OF ILLUMINATION WITH A LOW POWER REQUIREMENT AND PROGRAMMABILITY. BY USING RGB LED LIGHTS, COLOR CAN BE CHANGED AS WELL.

THERE ARE A VARIETY OF PRODUCTS AVAILABLE THAT ALLOW AN ACRYLIC FACE TO BE EDGELIT. EDGELIT ACRYLIC PANELS WILL APPEAR TO BE FULLY ILLUMINATED ACROSS THEIR FACE. THERE ARE A FEW TECHNIQUES THAT ALLOW MORE EVEN LIGHTING ACROSS AN EDGELIT SURFACE, BUT GENERALLY, LARGER THE SURFACE AREA OF A PANEL BEING ILLUMINATED WITH EDGE LIGHTING, THE LESS EVEN THE LIGHTING MAY BE ACROSS THE PANEL SURFACE.



PERFORATED FACE ILLUMINATION

SIGNAGE THAT UTILIZES A PERFORATED FACE AND INTERNAL ILLUMINATION IS FABRICATED IN MUCH THE SAME WAY AS THE FACE LIT INTERNALLY ILLUMINATED SIGNAGE. A CABINET IS FABRICATED AND INTERNALLY ILLUMINATED, HOWEVER, WHILE THE ILLUMINATION IS VISIBLE THROUGHOUT THE NIGHT, DURING THE DAY THE SIGN FACE MAY BE APPEAR AS A DIFFERENT COLOR, TEXTURE, OR MATERIAL. THIS TECHNIQUE IS IDEAL WHEN THE PREFERENCE IS TO VIEW A SIGN FACE IN A DARK OR SATURATED COLOR DURING THE DAY, AND ILLUMINATED AT NIGHT.



HALO ILLUMINATION

THIS METHOD OF ILLUMINATION IS MOST COMMONLY ACHIEVED THROUGH THE USE OF A FABRICATED CABINET WITH LIGHTING COMING FROM THE REVERSE SIDE OF THE LETTER GIVEN THE INDUSTRY NAME 'REVERSE CHANNEL LETTER'. THE CABINET SIDE CLOSEST TO THE WALL HAS A WHITE FROSTED ACRYLIC SIDE WITH THE INSIDE OF THE LETTER WITH AN INTERNAL ARRAY OF LED STRIP OR LATTICE LIGHTING FACING THE REAR OF THE LETTER. THE LETTER CABINETS ARE PINNED OFF THE WALL TO PROVIDE A 'HALO EFFECT' SO THE LIGHTING BOUNCES OFF THE WALL SURFACE. THE SIGN CABINETS ARE CREATED FROM FORMED ALUMINUM, WITH INTERNAL MULTIPLE LAYERS OF LED LIGHTING INSIDE.



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