COMPARISON OF SURROUNDING CITIES' SIGN REGULATIONS

CITY	WALL SIGNS		GROUND SIGNS		ALLOWED HEIGHT	OTHERS
	#	Size	#	Size		
Mtn View	1	100 s.f.	1	75 s.f.	12' for lots less than 120' width 15' for lots greater than 120' width	
Palo Alto	1	Flexible ratio dependant on square footage of wall area. Minimum is 20 sq. ft. and maximum is 130 sq. ft.	1	Flexible ratio dependant on frontage of lot. Minimum area is 11.6 sq. ft. and maximum is approximately 65 sq. ft. for lots exceeding 200 ft.	Flexible ratio dependant on frontage of lot. Minimum height is 12 ft. and maximum height is 25 ft.	Plus 1 add'l ground sign for street frontage >250'
Santa Clara	Max number and type of signs not specified. Four methods of calculating max. sign area: Whichever is larger • 2 s.f./ft. of street frontage (300 s.f. max.) • 3 s.f./100 s.f. of building area (600 s.f. max.) • 6 s.f./100 s.f. of building on corner lots (900 s.f. max.) • .75 s.f./100 s.f. of lot area for commercial or industrial land use (600 s. ft)				35'	

ATTACHMENT D

COMPARISON OF SURROUNDING CITIES' SIGN REGULATIONS

CITY	WALL SIGNS		GROUND SIGNS		ALLOWED HEIGHT	OTHERS
	#	Size	#	Size		
Los Gatos	1	1 s.f. of all sign area, including ground signs /ft. of street frontage	1	Not restricted for vehicle sales	No limit discussed.	
San Jose Capitol Expressway	N.A.	1 s.f. /ft. of street frontage (300 s.f. max.)	1	Primary sign is 120s.f., add'l signs ngt 50s.f.	1st sign 25', other signs max of 9'	Plus 1 add'l for each manufacturer up to 2 add'l signs, not to exceed 3.
Fremont	1	30-130s.f.	1	15s.f.+ 2.5s.f. for each foot of setback max 130s.f.	10' at ROW line + 1/2' for each foot of setback from ROW, max 30'	One off-site/traveling message sign for dealerships next to freeway (one representing 4 or more dealerships)
San Mateo	1	75 s.f. max	1	1.5s.f./lineal foot of street frontage. 50s.f. min, 200s.f. max	15' for lots 50' wide and less + 0.1' of height/1' of frontage over 50' up to 25'	

ATTACHMENT D
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COMPARISON OF SURROUNDING CITIES' SIGN REGULATIONS

CITY	WALL SIGNS		GROUND SIGNS		ALLOWED HEIGHT	OTHERS
	#	Size	#	Size		
Sunnyvale	1	33-100+s.f. max dependent on building frontage length.	1	40-50s.f.	10'	Plus 1 add'l ground sign for street frontage >500'