



Council Meeting: February 15, 2011

SUBJECT: 2010-7127 Secondary Signs (Study Issue)

REPORT IN BRIEF

This study evaluates secondary signage and potential regulations based on use, zoning district and geographic areas of the city (Attachment A, Study Issue Paper). The study considers allowing greater flexibility for secondary signs and increasing wall sign opportunities to allow these signs to provide business identification on buildings where visibility may be limited.

Under the current Zoning Code, additional sign area is allowed as secondary wall signs: 1) adjacent to public entrances on the side of a building; and 2) adjacent to the main entrance of a single tenant building when there is a ground sign. Secondary wall signs cannot exceed 12 square feet in size. The purpose of these signs is to allow a small sign at public entrances to the buildings. A secondary wall sign is intended to direct people already on a site to the entrance, not necessarily to be noticeable from vehicles passing by.

The goal of this study is to provide businesses with the flexibility to provide the signs they deem necessary, while maintaining community standards for signage. Staff recommends defining a "special sign area" where the secondary sign allowance is incorporated into the total allowable sign area for a business, and sign area allowance is increased from 0.66 square foot of sign area per linear foot of building frontage to 0.80 square feet. The special sign area would include properties in two areas of the city where the standard sign allowances may not be as effective for identifying businesses.

Additionally, staff recommends amending the code to allow businesses in these areas to have wall signs on two sides of a building (instead of only one sign at the front of a building, as allowed now), provided the total square footage of sign area does not exceed the proposed 0.80 square feet standard. This way, a business could break the total allowable sign area into several signs. This gives businesses the flexibility to provide the type of signs necessary for their situation while maintaining the community character regarding minimal sign clutter in the City.

BACKGROUND

This study was prompted by a complaint related to secondary wall signs on businesses along West Evelyn Avenue. Many businesses along this street

(between Bernardo and Pastoria Avenues) have added second wall signs along the side of the building perpendicular to the street for greater vehicular visibility, which is currently prohibited by the Zoning Code (see photographs in Attachment C). Additionally, a similar situation exists for properties along Commercial Street.

Often when a few businesses install illegal signs, it spreads to other businesses. Given the lack of complaints from the public and adjacent businesses, and the low priority of enforcing permanent secondary wall business sign violations, Neighborhood Preservation did not pursue these illegal signs until a complaint was received. At that time, it was obvious that it would be difficult to enforce the code for one business when many others had similar long-standing violations. This study is intended to find possible solutions that address the concerns of businesses while meeting the City goals for sign regulations.

EXISTING POLICY

COMMUNITY DESIGN SUB-ELEMENT

Goal B: Create an attractive street environment which will complement private and public properties and be comfortable for residents and visitors.

Policy B.3 Minimize elements which clutter the roadway and look unattractive

Action Statement B.3e. Maintain a sign ordinance to assure that signage is attractive, compatible with the district and not distracting to motorists.

DISCUSSION

Purpose of Signs and Sign Regulation

Businesses depend on signage to direct customers to their location. Signs are used to identify the business location. Sometimes customers know the general location of a business and use the building and ground signs as identifiers in finding the location. Business signs can also attract customers as they pass by, prompting impulse visits to the location, or reminding potential customers where the business is located.

Signs are common place, and it is necessary to create a balance of having suitable sign standards to allow business identification without creating sign clutter. A key condition for signs is that they are noticed and will attract the necessary attention and yet be distinct from others. Signs are generally designed to direct, sell, or inform the viewer, and every sign has a limited capacity for information.

In general, sign regulations are used to ensure the following:

- To enhance the safety, welfare, and aesthetic appearance of the city in a manner that preserves diverse and dynamic commercial advertising activities as well as constitutional freedoms of expression (see Zoning Code 19.44.010);
- To enhance, promote, and protect the physical appearance of the city, and to promote Sunnyvale as a distinctive community;
- To reduce sign or advertising distractions and obstructions that may contribute to traffic accidents and curb the deterioration of natural beauty and community environment;
- To protect property values;
- To create a more attractive economic and business climate;
- To promote and protect the public health, welfare and safety by regulating outdoor signs of all types.

Criteria that Effect Signage

A goal of sign regulation is to balance business needs for signs with the interests of the entire community. Every business has a unique purpose and set of criteria for their signs. A business's sign goals are impacted by factors such as: building design and orientation on a property, street layout, speed of passing cars, and the presence of trees or obstructions. It is difficult to have a set of sign criteria that meets every situation and goal.

In the cases of West Evelyn Avenue and Commercial Street, there are several factors why businesses would add second wall signs, including: the buildings are located close to the street whereby the sign is visible only when you are in front of the building, there is a relatively high speed of traffic on a relatively narrow street, and there are street trees near the fronts of the buildings. As a result, some wall signs that meet the Zoning Code (allowing wall signs only on the front of buildings facing the street) can be less visible.

In fact, all areas of the city have examples of buildings and businesses that would benefit from allowing wall signs on the sides of a building perpendicular to the street. Photographs showing a few examples of buildings with a second wall sign are in Attachment C.

Current Sign Regulations

The Zoning Code currently allows one ground sign or one wall sign per street frontage for sites with one business (although businesses greater than 10,000 square feet may have both). If there is a public entrance on a side of the building, then an additional 12-square-foot secondary wall sign is allowed near the door.

The Sunnyvale sign code includes regulations on the number, type and size of exterior signs. Information and directory signs are permitted and are subject to regulations on size and location (Attachment D describes each sign type in more detail). The Code does not allow variances or deviations from the code for sign regulations, except a variance can be considered for maximum height limitations for ground signs (Zoning Code 19.84.020.c).

“Directory signs” are oriented to on-site vehicles and usually contain multiple business names and locations only. The current regulations limit them to no greater than 40 square feet in sign area, 10 feet in height, and must be a minimum of 10 feet from the street. The purpose of these signs is to provide people already on site with direction to reach their destination. It is not intended to be visible from the street, or to advertise any use.

“Information signs” provide information intended to assist the public, such as:

- “Smog check” or “lotto” signs;
- The location of department entrances or walk-up windows;
- Courtesy information such as hours of operation, price lists, or rest rooms.

They do not include a sign whose primary function is business identification. Information signs can be visible from a street with approval of an MPP and with a limit of 8 square feet per sign face; otherwise, they are exempt from regulation.

Other Cities’ Approaches

Every city takes a unique stance on sign regulation and there is no common practice or accepted approach. Some cities allow larger and more signs, some require a discretionary permit for all signs while others allow signs by right, and some cities allow deviations or variances to the sign code while others do not. Attachment E lists general sign regulation requirements of nearby cities.

Options

The study issue paper mentioned a few options to consider in addressing this issue. The original purpose of this study was to consider the condition found along West Evelyn Avenue, which is included in this report. While a comprehensive rewrite of the sign code could better address this issue Citywide, that effort would take more time, and the situation that created the issue will not have been resolved.

This study also has discussion regarding direction and information signs. These signs do not directly relate to the issue of off-site sign visibility, but a short discussion is included since it was part of the study issue paper.

Listed below are several options that could address this issue, and they include making the option applicable only to specific zoning districts, or making them city-wide standards. One option is to not make any changes at this time, but wait to include them as part of a comprehensive rewrite of the sign code.

1. Amend the Code to incorporate secondary signs into total sign area allowance

This option consists of a few elements, including:

- Remove the code allowance for a secondary wall sign at a building entrance;
- Increase the allowable sign square footage from 0.66 square feet per linear feet of building to 0.80 square feet of linear building footage to incorporate the secondary wall sign allowance;
- Allow a business to have more than one wall signs (with a possible limit of a certain number, such as three) on the front and side walls, provided the cumulative sign area of all signs does not exceed the maximum allowable sign area.

The intent of this option is to give businesses more flexibility in providing identification, including in areas not currently allowed. Removing the current secondary sign allowance is mitigated by increasing the overall sign allowance from 0.66 to 0.80 square feet per linear building footage.

The main purpose of a secondary sign is to direct people already on a site to a less visible public entrance. The removal of the secondary public entrance sign would be mitigated by allowing a greater sign area and a business can decide whether to have a small sign above the entrance of a building in addition to other wall signs. The existing code allows 0.66 square foot of sign area per linear foot of building frontage. Major tenants with buildings or lease space greater than 10,000 square feet in size are allowed an additional 50 square feet of sign size. For example, currently a business in a building less than 10,000 square feet and with a building frontage of 75 feet could have one wall sign no greater than 50 square feet in size. If the code changes to allow 0.80 square feet, the business could have 60 square feet of signage (Attachment F lists the options if a greater sign area is allowed).

Further, this option would allow a business to have multiple wall signs provided the cumulative signs do not exceed the maximum allowable sign area.

There are limitations that should be considered if this change is allowed, such as:

- A. This option is intended to allow a business to have multiple wall signs if needed to promote visibility, not to allow more information on a sign. Currently, a sign is intended for essential business identification only,

not for advertising purposes. Essential information includes the business name and other necessary identifiers if the business is unclear. Current regulations prohibit phone numbers and web addresses from being on a sign.

- B. Corner lots can have either two wall signs or a wall sign and a ground sign. This allowance is not intended to be changed. Also, if a business decides to have two wall signs instead of a ground sign, the allowed sign area could not be combined into one wall sign on one side, otherwise the resulting sign could be out of scale for the building. It is intended that the only change for those situations would be a greater wall sign area for each building side.
- C. Some multi-tenant buildings are oriented perpendicular to a street (such as buildings along West Evelyn Avenue and on Commercial Street). In those cases, the existing code allows only the business facing the street to have a wall sign, and a business located at the back of the property would have only a 12 square foot secondary wall sign and ground sign option. A business located away from the street can have an on-site direction sign to lead to a less visible entrance.
- D. In no case would signs be allowed to face residential areas.

2. Amend the definition and regulations for Secondary Wall signs

The simplified intent of secondary wall signs is to direct people into the door of a business. If the building has a main wall sign at the main entrance, then a secondary wall sign would be only allowed at other public entrances. If no wall sign exists on the building, and only a ground sign is present, the secondary wall sign can be located at the main entrance. It is limited to 12 square feet, regardless of the situation.

This option would maintain separate provisions for secondary wall signs, but expand the definition and regulations to include:

- A larger secondary wall sign if specific site constraints exist (such as location of the building relative to the street and if the building is roughly perpendicular to the street).
- Allowing secondary wall signs on building elevations at which no public entrance exists. This option would be to allow buildings perpendicular to the street to have signs along the sides of the building where it would be visible when approaching the building from a distance.

3. Master Sign Permit if Zoning Code minimums are exceeded

This option would maintain the current requirements, but would allow additional signs and/or more sign square footage as part of a Master Sign Program provided specific findings can be made pursuant to a Master Sign Program Permit (MSP). The findings could include:

- Building orientation on the property in relation to the street makes the allowable locations insufficient or impractical;
- The total number of signs allowed would not create unsightly conditions with too much sign clutter;
- Landscaping or other objects limit the visibility of an allowable sign.

This option would require discretion on the part of the Planning Division when reviewing the MSP, based on clear findings to ensure applicants and staff know what criteria is used in making decisions. Although this option may provide the greatest flexibility, the result may be a more ambiguous process since specific standards would not be defined.

4. Specific provisions based on building orientation and location

This option would address specific properties that have buildings located very close to the street where a wall sign on the side of the building may be more visible for site identification than a sign on the front of the building.

A code change to allow the primary wall sign perpendicular to the street could be based on the distance a building is located from the street. As an example, a building located less than 10 feet from the property line could be allowed the option of locating a wall sign on either the side or front of the building.

In this case, there would be no additional signs or sign area allowed, but would give a business the option to locate a sign on the side where it may be more visible. In those cases, a 12 square foot secondary sign would be allowed on the front of the building if there is a public entrance at that location.

5. Increase allowable size for Directory and/or Information signs

Although these signs do not specifically address the issue of secondary signs, an option would be to amend the sign code to allow larger directory or information signs which include information other than business identification, as restricted by the current code. An example would be a sign displaying a trade or consumer group's endorsement of the business (Automobile Club, "Diamond Certified" business, etc.). This change could affect all properties in the City. If this option is chosen, a permit should be required along with findings for when to allow the expansion of these signs so the true intent of these signs is not degraded. This option would be appropriate to consider with a comprehensive study of the sign code.

6. Make no changes at this time, but consider these options in a comprehensive revision to the sign code

The study issue for comprehensive revisions to the entire sign code recently ranked above-the-line for 2011. Over the past many years, there have been numerous piecemeal amendments to the sign code, and additional changes

have recently been suggested. Incremental changes to a code can make it less clear and usable, and more cumbersome to administer. An option is to make no changes on the secondary sign issue at this time, but include that effort in the revision of the entire sign code.

7. Changes based on location in the City

With any of the above options, the application of the proposed sign code amendment on selected commercial and industrial zoning districts could be considered. For instance, the code could specify that on C-4 or M-S zoned-properties fronting on West Evelyn Avenue between the western city limit and Pastoria Avenue and on Commercial Street between Arques Avenue and Kifer Road (see map of areas in Attachment G), variations in sign standards will be allowed to recognize the specific needs of those uses. Those specific allowances could include additional sign opportunities, such as more or greater number of signs.

The advantage of this option is that it limits allowances to specific areas of the City, and not to the City as a whole. The disadvantage is that it may be perceived as creating inconsistent requirements, and businesses not in those areas may feel that other businesses are receiving a special benefit.

Options may include limiting any code changes to a specific area or to applying the changes city-wide. It would be a good first step to remedy many of the existing sign code violations along West Evelyn Avenue and Commercial Street. Citywide amendments could be deferred until comprehensive revisions to the sign code are considered.

FISCAL IMPACT

No fiscal impact is expected.

PUBLIC CONTACT

Public Contact was made through posting of the Planning Commission agenda on the City's official-notice bulletin board, on the City's Web site, and the availability of the agenda and report in the Office of the City Clerk.

Public outreach notices were mailed to Property and Business Owners in selected areas of the City, to the Chamber, Neighborhood Groups. The Outreach meeting was held on December 15 and one business operator attended to gain information and provide feedback on the importance of visible, clear signage for current and potential customers.

The Planning Commission considered this item on January 24, 2011 and recommended that Council accept the staff recommendation. Additionally, the Planning Commission voted 3-2 to recommend the Council consider a high

ranking for the potential study issue on signs that includes a comprehensive sign code revision.

ALTERNATIVES

1. Amend the Code to increase allowable sign area, incorporate secondary signs into total sign area allowance, and allow up to three wall signs on more than one face of the building;
2. Amend the definition and regulations for Secondary Wall Signs;
3. Master Sign Permit if Zoning Code minimums are exceeded;
4. Specific provisions based on building orientation and location;
5. Increase allowable size for Directory and/or Information signs;
6. Changes based on location in the City:
 - a. Apply changes only to property in the C-4 and M-S zoning districts along the south side of West Evelyn Avenue between Bernardo Avenue and Pastoria Avenue, and on Commercial Street between Arques Avenue and Kifer Road,
 - b. Apply sign code changes to non-residentially zoned areas city-wide;
7. Make no changes at this time, but consider these options in a comprehensive revision to the sign code (see Attachment G for areas).

RECOMMENDATION

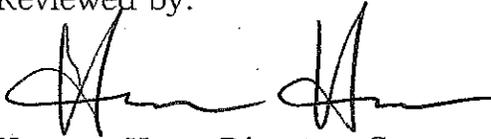
Staff recommends Alternative 1, 6.a.

The goal of this study is to find ways to allow businesses to have useful signage without creating additional clutter. More signs do not always mean more useful signs. Too many signs can create a confusing situation for motorists and can create the perceived needs for even bigger signs. The goal is to find how to allow appropriate signs without creating a cluttered, confusing and visually unattractive situation in the City.

Allowing larger sign area will mitigate the removal of secondary signs at public entrances, and more businesses will likely be able make use of the additional size allowance, although not all businesses have a need for a smaller sign at a public entrance. Giving a business more flexibility in how to provide signs without substantially adding sign clutter in the community can aid businesses in providing visibility along the street.

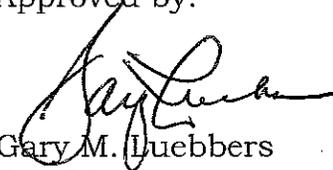
Allowing greater sign area and sign location options only on properties in the C-4 and M-S districts will ensure the areas most needed for change (the West Evelyn and Commercial Street areas) will be affected. Because this change will remedy or remove many existing sign code violations along those two streets, staff recommends making the change prior to a comprehensive sign code revision, at which time all properties will be considered for amendments, and a more thorough public and business outreach is conducted.

Reviewed by:



Hanson Hom, Director, Community Development
Reviewed by: Trudi Ryan, Planning Officer
Prepared by: Andrew Miner, Principal Planner

Approved by:



Gary M. Luebbers
City Manager

Attachments

- A. Study Issue paper
- B. Draft ordinance amending the Zoning Code
- C. Photograph examples of second wall signs
- D. Existing zoning code requirements
- E. Other cities
- F. Options to consider for increasing sign area
- G. Map of areas included along West Evelyn Avenue and Commercial Street
- H. Planning Commission Minutes from January 24, 2011

Proposed 2010 Council Study Issue

CDD 10-01 Secondary Signage

Lead Department	Community Development
Element or Sub-element	Community Design Sub-element
New or Previous	New
Status Pending	History 1 year ago None 2 years ago None

1. What are the key elements of the issue? What precipitated it?

The Sunnyvale sign code includes regulations on the number, type and size of exterior signs. The sign code allows one ground sign or one wall sign per street frontage for sites with one business (although businesses over 10,000 s.f. may have both). If there is public entrance on another side of the building then a 12 square foot secondary wall sign is allowed. Other signs providing information and direction are permitted and are subject to regulation on size and location.

In some commercial or retail zoned areas it is sometimes difficult to locate a business due to the orientation of the building to the street. The side walls of a business are often seen first, however the sign code prohibits business identification signs on the side of the building unless there is a public entrance or the side faces a second public street. Only signs on the front of the building are allowed. One must be in front of the building before identifying the business or address. Over time many businesses have added secondary wall signs, plus information and directional signage to the side walls of a building without permits.

The sign regulations for primary signage (ground signs and wall signs) have been studied numerous times since the adoption of the comprehensive update of sign regulations in 1988. This study issue would focus on secondary signage (e.g. secondary wall signs, informational and directional signage). It was prompted by a business to business complaint related to secondary wall signs. While researching the specific complaint an informal survey of businesses along fourteen blocks of Evelyn Avenue showed that the situation with unpermitted secondary wall signs is extensive. The study would look at regulations based on use, zoning district and geographic areas of the city.

2. How does this relate to the General Plan or existing City Policy?

COMMUNITY DESIGN SUB-ELEMENT

GOAL B: CREATE AN ATTRACTIVE STREET ENVIRONMENT WHICH WILL COMPLEMENT PRIVATE AND PUBLIC PROPERTIES AND BE COMFORTABLE FOR RESIDENTS AND VISITORS.

Policy B.3 Minimize elements which clutter the roadway and look unattractive
Action Statement B.3e. Maintain a sign ordinance to assure that signage is attractive, compatible with the district and not distracting to motorists.

3. Origin of issue

Council Member(s)	
General Plan	
City Staff	Staff
Public	

Board or Commission none

4. Multiple Year Project? No Planned Completion Year 2010

5. Expected participation involved in the study issue process?

Does Council need to approve a work plan? No

Does this issue require review by a Board/Commission? Yes

If so, which?

Planning Commission

Is a Council Study Session anticipated? No

What is the public participation process?

Outreach to specific types of businesses and to property owners and businesses in identified geographic areas as well as to sign companies and the Chamber of Commerce. Public hearings with the Planning Commission and City Council

6. Cost of Study

Operating Budget Program covering costs

242 - Land Use Planning

Project Budget covering costs

Budget modification \$ amount needed for study

Explain below what the additional funding will be used for

7. Potential fiscal impact to implement recommendations in the Study approved by Council

Capital expenditure range None

Operating expenditure range None

New revenues/savings range None

Explain impact briefly

8. Staff Recommendation

Staff Recommendation For Study

If 'For Study' or 'Against Study', explain

Based on the current status of signage in some areas of the city, it may be appropriate to consider alternatives to the sign regulations. Sunnyvale's sign regulations are comparatively restrictive and focus on business identification needs. Based on the lack of complaints for certain signage violations, it may be that the community is more accepting of additional signage than the current code allows. This study would look at the balance of simple sign regulations with the need to clearly identify businesses.

9. Estimated consultant hours for completion of the study issue

Managers	Role	Manager	Hours
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PAMS Study Issue

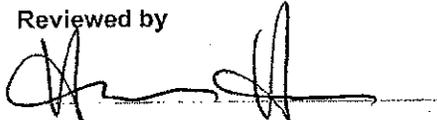
Lead	Ryan, Trudi	Mgr CY1:	20	Mgr CY2:	0
		Staff CY1:	100	Staff CY2:	0
Support	Berry, Kathryn	Mgr CY1:	10	Mgr CY2:	0
		Staff CY1:	4	Staff CY2:	0
Support	Gunvalsen, Christy	Mgr CY1:	10	Mgr CY2:	0
		Staff CY1:	30	Staff CY2:	0
Interdep	Verceles, Connie	Mgr CY1:	16	Mgr CY2:	0
		Staff CY1:	0	Staff CY2:	0

Total Hours CY1: 190

Total Hours CY2: 0

Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the Department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by


Department Director10/13/09
Date

Approved by


City Manager10/21/09
Date

Addendum

A. Board / Commission Recommendation

Issue Created Too Late for B/C Ranking

Board or Commission	Rank	Rank
	1 year ago	2 years ago
Arts Commission		
Bicycle and Pedestrian Advisory Committee		
Board of Building Code Appeals		
Board of Library Trustees		
Child Care Advisory Board		
Heritage Preservation Commission		
Housing and Human Services Commission		
Parks and Recreation Commission		
Personnel Board		
Planning Commission		
Board or Commission ranking comments		

B. Council

Council Rank (no rank yet)

Start Date (blank)

Work Plan Review Date (blank)

Study Session Date (blank)

RTC Date (blank)

Actual Complete Date (blank)

Staff Contact

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SUNNYVALE TO AMEND CERTAIN SECTIONS AND TABLES OF CHAPTER 19.44 (SIGNS) OF TITLE 19 (ZONING) OF THE SUNNYVALE MUNICIPAL CODE RELATING TO SECONDARY SIGNS

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SUNNYVALE DOES ORDAIN AS FOLLOWS:

SECTION 1. SECTION 19.44.140 AMENDED. Section 19.44.140 of Chapter 19.44 (Signs) of Title 19 (Zoning) of the Sunnyvale Municipal Code is hereby amended to read as follows:

19.44.140. Sign regulations.

The director of community development and planning commission are hereby authorized, by miscellaneous plan permit, to allow the display of standard business identification signs conforming to the following regulations:

(a) Number and Types of Signs Allowed. The number and types of signs allowed shall be as set forth in Table 19.44.140(a).

(b) Wall Signs. The wall sign area regulations shall be as set forth in Table 19.44.140(b)(1). The wall sign copy and logo regulations shall be as set forth in Table 19.44.140(b)(2).

(c) Ground Sign Regulations. Ground sign regulations shall be as set forth in Table 19.44.140(c).

(d) Special Sign Locations. The properties located on the south side of West Evelyn Avenue between Bernardo Avenue and Pastoria Avenue, and properties on either side of Commercial Street between Arques Avenue and Kifer Road are subject to unique sign requirements, as listed below:

(1) Secondary signs at building entrances visible from the street shall be included in calculation of the maximum sign area.

(2) The maximum sign area (as a ratio of sign area to tenant frontage) shall not exceed .80 s.f.: 1 linear foot.

(3) No more than three wall signs on signs may be located on a maximum of two sides of the building, but the maximum sign area may not exceed that allowed 19.44.140(d)(2).

(4) No sign shall face, nor be visible to adjoining residential properties.

(5) A secondary wall sign as defined in 19.44.020(57) will be allowed for public entrances not visible from the street.

SECTION 2. TABLE 19.44.140(a) AMENDED. Table 19.44.140(a) of Ordinance 19.44 (Signs) of Title 19 (Zoning) of the Sunnyvale Municipal Code is hereby amended to read as follows:

**TABLE 19.44.140(a)
 Number and Types of Signs Allowed¹**

<i>I. NONRESIDENTIAL USE—ONE BUSINESS ON A SITE</i>			
(A) Main Identification Sign		(B) Secondary Wall Sign	(C) Additional Ground Sign
Number of Street Frontages	Number and Types of Signs Allowed	One adjacent to each public entrance (other than the main entrance), or one adjacent to the main entrance of a building which is identified by a ground sign only.	If the ground sign option is selected, a second ground sign is allowed along any street frontage measuring 300 feet or greater ² .
One	One ground sign or one wall sign, or one ground and one wall sign for major tenants.		
Two or more (and the streets are contiguous)	One wall sign per street frontage, or one ground sign instead of one of the wall signs (the ground sign must be visible to two streets or located on a frontage with no wall sign).		
Two or more (and the frontages are not contiguous)	One ground or wall sign per street frontage, or both ground and wall sign on each frontage for major tenants.		

<i>II. NONRESIDENTIAL USE—TWO OR MORE BUSINESSES ON A SITE</i>		
(A) Ground Sign	(B) Wall Sign	(C) Secondary Wall Sign
Number. Allow each site to display one ground sign per street frontage. Allow a second ground sign along any street frontage measuring 300 feet or greater ² .	Tenant Identification. Allow one wall sign per main public entrance, and per each different building elevation of the tenant space that faces a street (i.e., is parallel to a street and not separated from it by another lot or structure). Wall signs are not permitted for rear elevations that face residential streets.	Allow one sign adjacent to each secondary entrance to a building.
Tenant and Center Identification. In industrial zones, allow each ground sign to identify all tenants and/or the center name. In other zones, allow each ground sign to identify a maximum of four tenants and/or the center name.	Center Identification. If a multiple-tenant center has no ground sign, allow one wall sign per street frontage to identify the center name.	

<i>III. RESIDENTIAL USE</i>
One ground or wall sign per street frontage.

¹ (a) Signs located above the ground floor in a multiple-floor building have special requirements. (See Section 19.44.020(38)).

(b) Properties located in a "Special Sign Location" are subject to unique sign requirements as listed in Section 19.44.140(d)(1-5).

² A second ground sign along El Camino Real, when allowed, may not exceed fifteen feet in height.

SECTION 3. TABLE 19.44.140(b)(1) AMENDED. Table 19.44.140(b)(1) of Chapter 19.44 (Signs) of Title 19 (Zoning) of the Sunnyvale Municipal Code is hereby amended to read as follows:

**TABLE 19.44.140(b)(1)
Wall Signs Area Regulations¹**

<i>I. NONRESIDENTIAL USE IN A NONRESIDENTIAL ZONING DISTRICT</i>		
(A) Main Identification Sign.		
	Maximum Sign Area (ratio of sign area to tenant frontage)	Other Regulations
	.66 s.f.: 1 linear ft.	Allow minimum 25 s.f. per business, regardless of tenant frontage. Major tenants shall get a 50 s.f. bonus. No sign shall exceed 250 s.f. in area.
(B) Secondary Wall Sign Area.	Maximum of 12 sq. ft.	
(C) Sign Length.	Maximum 2/3 of tenant frontage.	

<i>II. NONRESIDENTIAL USE IN A RESIDENTIAL ZONING DISTRICT (including R-2(O) and R-4(O))</i>		
(A) Sign Area	(B) Sign Length	(C) Copy
(including secondary wall sign area): One-half the area permitted above.	Maximum 2/3 of the tenant frontage. ²	Maximum copy height is 1 foot.

<i>III. RESIDENTIAL USE</i>	
(A) Main Identification Sign.	
Zoning District	Wall Sign Regulations
R-0, R-1, R-1.5 and R-1.7 (PD) zones	Maximum 3 sq. ft. total sign area.
R-2, R-3, R-4, R-5, R-MH, commercial, office and industrial zones	Maximum 2 sq. ft. per dwelling unit, or 32 sq. ft. total sign areas (whichever is less)
(B) Secondary Wall Sign.	Not allowed for residential uses.
(C) Sign Length.	No restrictions apply.
(D) Copy.	No restrictions on copy height.

¹ Wall sign display. A permitted wall sign may be displayed on any building elevation. Businesses permitted to have more than one wall sign shall display them on different elevations and shall not combine their sign areas into a single large display. A permitted wall sign can also be split into segments provided that:

- (A) The segments are displayed on the same building elevation;
- (B) Total sign area for all segments does not exceed the maximum area for one sign;
- (C) The total number of items of information conforms to Section 19.44.110; and
- (D) All other requirements of this sign code are met.
- (E) Properties located in a "Special Sign Location" are subject to unique sign requirements as listed in 19.44.140(d)(1-5)

² This limit can be exceeded to accommodate the minimum sign area allowed (25 sq. ft.) for 0—50 ft. of tenant frontage.

SECTION 4. TABLE 19.44.140(b)(2) AMENDED. Table 19.44.140(b)(2) of Chapter 19.44 (Signs) of Title 19 (Zoning) of the Sunnyvale Municipal Code is hereby amended to read as follows:

**TABLE 19.44.140(b)(2)
Wall Sign Copy and Logo Regulations¹**

(A) COPY REGULATIONS^{1,2}		
<i>I. NONRESIDENTIAL USE IN NONRESIDENTIAL ZONING DISTRICTS</i>		
Floor Area of Business:	Sign Setback Distance Behind the Public Right-of-Way Is:	Maximum Copy Height Is:
Less than 10,000 sq. ft.	0—15 ft.	1.5 ft.
	16+ ft.	2.0 ft.
10,000 sq. ft. or more	0—15 ft.	1.5 ft.
	16—69 ft.	3.0 ft.
	70+ ft.	Unlimited
<i>II. NONRESIDENTIAL USE, IN RESIDENTIAL, R-2(O) and R-4(O) ZONING DISTRICTS:</i>		Maximum copy height is 1 ft.
<i>III. RESIDENTIAL USE:</i>		No restrictions apply to copy height of wall signs.
<i>IV. SECONDARY WALL SIGN:</i>		No restrictions on copy height in any zoning district.
(B) LOGO REGULATIONS		
(1) Logo may be detached from other sign copy, but must be mounted on the same building elevation.		
(2) Logo is counted in the wall sign area.		
(3) Logos shall not be included in calculations of copy height.		
(4) Height and length dimensions are not regulated on single-tenant buildings.		
(5) Length dimensions are not regulated for logos on multiple-tenant buildings.		
(6) Height dimensions for logos on multiple-tenant buildings are limited to the maximum copy height for minor tenants and are unlimited for major tenants.		

¹ Properties located in a "Special Sign Location" are subject to unique sign requirements as listed in Section 19.44.140(d)(1-5).

² When copy with both upper case and lower case letters is used, the letters g, j, p, q or y may extend below the line of copy, provided that the individual letters do not exceed the maximum copy height allowed.

SECTION 5. EXEMPTION FROM CEQA. The City Council finds, pursuant to Title 14 of the California Code of Regulations, Sections 15061(b)(3) and 15307, that this ordinance is exempt from the requirements of the California Environmental Quality Act (CEQA) in that it is not a project which has the potential for causing a significant effect on the environment and is a regulatory action as authorized by state law.

SECTION 6. CONSTITUTIONALITY; SEVERABILITY. If any section, subsection, sentence, clause or phrase of this ordinance is for any reason held to be invalid by a court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance. The City Council declares that it would have adopted this ordinance and each section, subsection, sentence, clause and phrase thereof irrespective of the fact that any one or more section, subsection, sentence, clause or phrase be declared invalid.

SECTION 7. EFFECTIVE DATE. This ordinance shall be in full force and effect thirty (30) days from and after the date of its adoption.

SECTION 8. POSTING AND PUBLICATION. The City Clerk is directed to cause copies of this ordinance to be posted in three (3) prominent places in the City of Sunnyvale and to cause publication once in *The Sun*, the official newspaper for publication of legal notices of the City of Sunnyvale, of a notice setting forth the date of adoption, the title of this ordinance, and a list of places where copies of this ordinance are posted, within fifteen (15) days after adoption of this ordinance.

Introduced at a regular meeting of the City Council held on _____, 2011, and adopted as an ordinance of the City of Sunnyvale at a regular meeting of the City Council held on _____, 2011, by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

ATTEST:

APPROVED:

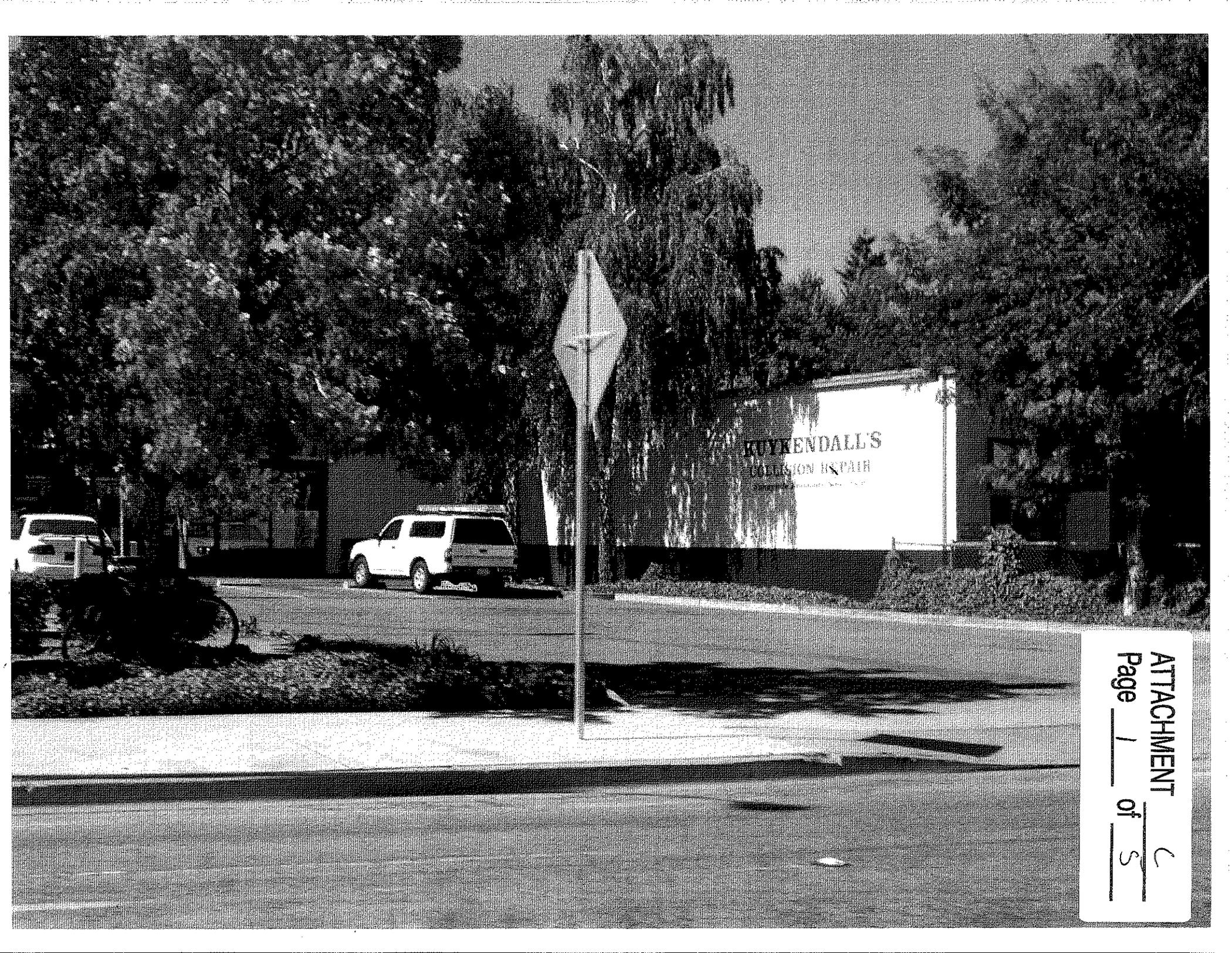
City Clerk
Date of Attestation: _____

Mayor

(SEAL)

APPROVED AS TO FORM AND LEGALITY:

David E. Kahn, City Attorney



ATTACHMENT C
Page 1 of 5



Independently Rated
Highest in Quality

ANCHOR AUTO BODY



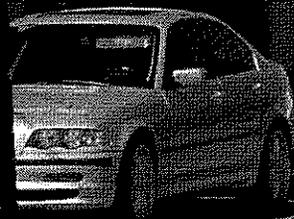
Established in 1979



10719

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ATTACHMENT C
Page 2 of 5





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ATTACHMENT 2
Page 4 of 5



ATTACHMENT 2
Page 5 of 5

EXISTING SIGN CODE- CITY OF SUNNYVALE

19.44.010. Purpose and application.

The purpose of this chapter is to enhance the safety, welfare, and aesthetic appearance of the city of Sunnyvale, in a manner that preserves diverse and dynamic commercial advertising activities as well as constitutional freedoms of expression. Except as explicitly set forth in this chapter, each applicant for any discretionary permit described herein shall be entitled to display signs unregulated as to aesthetic qualities and content.

19.44.020. Types of signs and related regulations.

(15) Commercial Sign. A sign which advertises or directs attention to a residence, business, commodity, service, entertainment or attraction.

(18) Directory Sign. A sign which contains multiple business names and locations only, and is oriented to on-site vehicles and pedestrians. Directory signs are exempt provided that the sign does not exceed forty square feet in area per sign face and ten feet in height, and is set back a minimum of twenty feet from the public right-of-way.

(26) Ground Sign. A sign which is supported by a freestanding base or one or more poles, uprights or braces in or upon the ground.

(32) Information Sign. A sign which provides service, direction or courtesy information intended to assist the public and which is not displayed for the general purpose of advertising products or services. Information signs shall include service displays required by law (e.g., "smog checks"); the location of business facilities (e.g., department entrances, walk-up windows, self-service operations); and courtesy information (e.g., hours of operation, menus, instructions, price lists, "credit cards accepted," restrooms, "no solicitors"). Information signs shall not include window signs, fuel price signs or traffic directional signs, nor shall they be part of any sign whose primary function is business identification.

(a) Information signs not visible from a street are exempt from regulation.

(b) Information signs visible from a street:

(i) Require sign approval from the director of community development if they exceed four square feet per sign face;

(ii) Shall not exceed eight square feet per face. The director may authorize menu boards, price lists and

similar composite service signs with sign area exceeding eight square feet.

(38) Multiple-Floor Building Sign. A sign advertising any business, commodity or service in a multiple-floor building. Address signs and directory signs are permitted. Wall signs and window signs advertising any business located above the first floor of a multi-floor building are prohibited, unless such business is accessible to the public by an exterior stairway or elevator.

(57) Secondary Wall Sign. A wall sign located adjacent to each public entrance other than the main entrance of a building, or adjacent to the main entrance of a building which is identified by a ground sign only.

(64) Traffic Directional Sign. A sign which serves to control traffic, parking and pedestrian movements on private property. In addition to those ground signs otherwise authorized by this chapter, the director of community development may permit the establishment of traffic directional signs provided that each such sign:

- (a) Shall not exceed four square feet in area per face, if located within ten feet of a public right-of-way;
- (b) Shall not exceed seven feet in height, if located within ten feet of a public right-of-way;
- (c) Shall conform to the design criteria set forth in Section 19.44.110; and
- (d) Shall not be included in calculations of sign area or number otherwise required by the terms of Section 19.44.140.

(68) Wall Sign. Any sign attached to or erected against a wall, awning, canopy, fascia, fence or roof of a building or structure, with the exposed face of the sign approximately parallel to and extending no more than twelve inches from the surface of the structure.

19.44.050. Sign approval required.

Except as otherwise provided in this chapter, no person shall construct, erect, place, relocate, remodel, change or maintain any commercial sign or sign face, without first obtaining a miscellaneous plan permit for each such action, in accordance with the procedure described in Section 19.44.060. Applications for permission to modify, relocate, establish or maintain any commercial sign governed by the terms of an existing discretionary land use permit shall be considered in accordance with the procedure set forth in Chapter 19.82. A separate

landmark alteration permit may be required pursuant to Chapter 19.96. In addition, all building permits required by Title 16 of this code must be obtained prior to the construction, erection or alteration of any sign or sign face in accordance with the procedures set forth in Title 16.

19.44.060. Sign approval procedure.

The procedures for sign approval are as set forth in Article 6 of this title. The director of community development or designee shall review all sign permit applications. Variance requests for sign height shall be reviewed as set forth in Section 19.44.070.

19.44.070. Sign variances—Authority and procedure.

(a) The provisions of this section shall be the sole authority for granting variances from the regulations contained in this chapter. In granting a variance, the director may impose such conditions as are necessary to protect the public health, safety and welfare, and to assure compliance with the objectives of the general plan and of this chapter. The director of community development may grant variances only from the maximum height limitations for ground signs, and only upon a determination that:

- (1) There are exceptional or extraordinary circumstances or conditions which apply to the site of the sign which do not apply generally to property, improvements or uses in the same zoning district; and
- (2) The granting of the variance applied for is necessary for the preservation and enjoyment of a substantial property right necessary to the proposed use of the property, in that only such a variance would avoid an undue hardship resulting from an unintended limitation on the ability of a given use to advertise by means of on-site signage; and
- (3) The granting of the variance applied for will not be materially detrimental to the public welfare or injurious to property, improvements or uses within the immediate vicinity and within the same zoning district.

(b) Proceedings for the consideration of any sign variance application shall be conducted in accordance with the procedures set forth in Chapter 19.84, with the exception that any determination by the director of community development shall be appealable only to the planning commission, whose decision on such appeal shall be final. If such an appeal is deemed denied pursuant to the terms of Chapter 19.84, such denial shall be final.

19.44.110. General requirements for signs.

(a) Sign Face Complexity—Items of Information.

(2) All commercial signs shall be allowed to display fundamental business identification, such as business name, use and one logo. In order to limit the complexity of signs, a total of ten items of information per sign face shall not be exceeded when signs are displaying related but nonessential information in addition to the fundamental business identification. The provisions of this section shall not apply to window signs, information signs, readerboard signs, noncommercial signs, address signs, fuel price signs, temporary signs, traffic directional signs, grand opening signs or other signs exempt from the sign approval procedure. The director of community development may authorize exceptions from the limitation contained herein, upon his or her determination that the following conditions exist:

- (A) The sign proposing to exceed the limitation complies with all otherwise applicable provisions of this chapter;
- (B) The sign as proposed is essential to effecting the fundamental business identification purpose of such signs, and that unless such an exception is granted, the applicant will suffer undue harm; and
- (C) When counting items of information in a language other than English, the following methods shall be used:
 - (i) Roman ("English") alphabet: each syllable in the language shall be counted as an item of information, together with each number and each abstract symbols.
 - (ii) Non-Roman alphabet: each character of the alphabet, or the number of syllables in the language, shall be counted as an item of information, together each number and each abstract symbol, whichever method is the less restrictive.
- (D) Signs identifying multiple uses may exceed the foregoing limitation, provided that each portion of such a sign allotted to a particular use, or to identification of a multiuse center, does not individually exceed such limitation.

(e) Design Criteria. All commercial signs established and maintained pursuant to the terms of any sign approval issued hereunder, except temporary signs, shall conform in materials, construction and appearance to the following design criteria, in addition to all other applicable provisions of this chapter:

- (1) Each sign shall express the originality, aesthetic qualities, and message content requested by the applicant.
- (2) Each sign shall manifest balanced scale and proportions in its design and in its visual relationship to nearby buildings, its site, other visible signs, and surrounding land uses.
- (3) Each sign shall complement the architecture of the building with which it is principally associated, by incorporating the materials, colors and shapes thereof. In addition, each sign shall display restrained and harmonious colors, type styles and lighting, and shall be constructed of durable materials.
- (4) Each sign shall be compatible with the general appearance of other signs visible from its site, and shall not compete for attention in a manner taking advantage of extreme, disharmonious, or clashing colors, shape, location or materials.

(f) Location of Signs On-Site. The following regulations shall govern placement of signs on the affected site:

- (1) If mounted on a wall, fascia, awning, canopy or fence, no sign shall project above the highest point of the surface to which it is attached, nor shall any sign project in perpendicular fashion from the surface to which it is attached, nor shall a sign exceed twelve inches in depth, except as may be permitted by sign approval or landmark alteration permit for theater marquees and heritage landmark properties.
- (2) No sign shall be mounted on a roof, unless the roof has a pitch of at least three vertical to twelve horizontal feet. Each sign so mounted shall not exceed two feet in vertical height, and shall be located parallel to and not more than three feet from the lower edge of the roof.
- (3) No sign shall be mounted on a parapet, roof equipment screen or penthouse, unless reasonable alternatives to such a location cannot be found, and unless the parapet, roof equipment screen or penthouse is consistent in materials and appearance to the roof or main building wall, and the sign does not project above the surface to which it is attached.
- (4) No sign shall be mounted on an architectural appendage such as a tower, chimney or spire, unless the sign is placed below the roofline of the main building, except as may be permitted for freeway business signs. No sign shall be affixed to a water tower or similar feature, unless the tower is a heritage landmark so designated pursuant to Chapter 19.96.

In no instance shall a sign be mounted on a communications tower, antenna or similar feature.

(5) No sign shall extend across any property line, except as may be permitted by landmark alteration permit on heritage landmark properties.

(6) No sign structure shall exceed three feet in height within a corner vision triangle or driveway vision triangle.

(7) No sign which extends over a walkway shall be nearer than eight vertical feet from the walkway.

(8) No sign shall be located within fifteen feet of the front or side of a fire hydrant or fire hose connection, or within three feet of the rear of such a hydrant or hose connection.

(9) No sign shall be established or maintained in any location that prevents or impairs free access from any door, window, fire escape, driveway, parking space, aisle, sidewalk or bicycle path. No sign shall be located so as to substantially impair the visibility of other signs.

(10) No sign shall be established or maintained in a location interfering materially with the establishment, maintenance, repair or use of any overhead or underground utility wires, conduits, cables, or appurtenant supporting structures.

TABLE 19.44.140(a)

Number and Types of Signs Allowed¹

I. NONRESIDENTIAL USE—ONE BUSINESS ON A SITE			
(A) Main Identification Sign		(B) Secondary Wall Sign	(C) Additional Ground Sign
Number of Street Frontages	Number and Types of Signs Allowed		
One	One ground sign or one wall sign, or one ground and one wall sign for major tenants.	One adjacent to each public entrance (other than the main entrance), or one adjacent to the main entrance of a building which is identified by a ground sign only.	If the ground sign option is selected, a second ground sign is allowed along any street frontage that exceeds 300 feet or greater ² .
Two or more (and the streets are contiguous)	One wall sign per street frontage, or one ground sign instead of one of the wall signs (the ground sign must be visible to two streets or located on a frontage with no wall sign).		
Two or more (and the frontages are not contiguous)	One ground or wall sign per street frontage, or both ground and wall sign on each frontage for major tenants.		

II. NONRESIDENTIAL USE—TWO OR MORE BUSINESSES ON A SITE		
(A) Ground Sign	(B) Wall Sign	(C) Secondary Wall Sign
Number. Allow each site to display one ground sign per street frontage. Allow a second ground sign along any lot if street frontage exceeds 300 feet or greater ² .	Tenant Identification. Allow one wall sign per main public entrance, and per each different building elevation of the tenant space that faces a street (i.e., is parallel to a street and not separated from it by another lot or structure). Wall signs are not permitted for rear elevations that face residential streets.	Allow one sign adjacent to each secondary entrance to a building.
Tenant and Center Identification. In industrial zones, allow each ground sign to identify all tenants and/or the center name. In other zones, allow each ground sign to identify a maximum of four tenants and/or the center name.	Center Identification. If a multiple-tenant center has no ground sign, allow one wall sign per street frontage to identify the center name.	

TABLE 19.44.140(b)(1)

Wall Signs Area Regulations¹

I. NONRESIDENTIAL USE IN A NONRESIDENTIAL ZONING DISTRICT		
(A) Main Identification Sign.		
	Maximum Sign Area (ratio of sign area to tenant frontage)	Other Regulations
	.66 s.f.: 1 linear ft.	Allow minimum 25 s.f. per business, regardless of tenant frontage. Major tenants shall get a 50 s.f. bonus. No sign shall exceed 250 s.f. in area.
(B) Secondary Wall Sign Area.	Maximum of 12 sq. ft.	
(C) Sign Length.	Maximum 2/3 of tenant frontage.	

TABLE 19.44.140(b)(2)

Wall Sign Copy and Logo Regulations

(A) COPY REGULATIONS¹		
I. NONRESIDENTIAL USE IN NONRESIDENTIAL ZONING DISTRICTS		
Floor Area of Business:	Sign Setback Distance Behind the Public Right-of-Way Is:	Maximum Copy Height Is:
Less than 10,000 sq. ft.	0—15 ft.	1.5 ft.
	16+ ft.	2.0 ft.
10,000 sq. ft. or more	0—15 ft.	1.5 ft.
	16—69 ft.	3.0 ft.
	70+ ft.	Unlimited
II. NONRESIDENTIAL USE, IN RESIDENTIAL, R-2(O) and R-4(O) ZONING DISTRICTS:		Maximum copy height is 1 ft.
III. RESIDENTIAL USE:		No restrictions apply to copy height of wall signs.
IV. SECONDARY WALL SIGN:		No restrictions on copy height in any zoning district.
(B) LOGO REGULATIONS		
(1) Logo may be detached from other sign copy, but must be mounted on the same building elevation. (2) Logo is counted in the wall sign area. (3) Logos shall not be included in calculations of copy height. (4) Height and length dimensions are not regulated on single-tenant buildings. (5) Length dimensions are not regulated for logos on multiple-tenant buildings. (6) Height dimensions for logos on multiple-tenant buildings are limited to the maximum copy height for minor tenants and are unlimited for major tenants.		

¹ When copy with both upper case and lower case letters is used, the letters g, j, p, q or y may extend below the line of copy, provided that the individual letters do not exceed the maximum copy height allowed.

Secondary Sign Study					
City	Sign Allowances	# of Signs per Street Frontage	Wall sign limitations	Reviewed by	Exceptions?
Mountain View					
CN district (Neighborhood Commercial)	First sign min allowed area = 15 sq. ft./maximum = 100 sq. ft., attached to building. Second sign - see Special Signs.	2/occupancy	Max height 15', below eave	Dev Rvw- staff, OTC or take in application depending on significance	No
CS (Gen'l Comm.)	Max area per face = 25 sq. ft.	1/occupancy	Located below eave		
CRA (Thoroughfare Comm.)	Min 10 sq. ft. per tenant. One sign per street frontage, max 100 SF per sign. Total of all signs not to exceed 2% of gross floor area or 1 sq. ft. per foot of lot frontage.	1/street frontage	If two street frontages, only count one frontage to which sign is facing. Building mounted or mounted on canopy not extending into ROW.		
CO (Office)	Max area = 20 sq. ft.	1/building	Mounted flat against building, cannot extend above eave, unlighted or indirect illumination.		
ML (M-S)	Minimum of 10 sq. ft. per tenant. One sign per occupancy. Total of all signs not to exceed 1/2 sq. ft. per foot of lot frontage.	1/occupancy	If building mounted, located near main entranceway, cannot extend above eave and cannot be mounted above first floor.		
MM (Industrial)	Minimum of 10 sq. ft. per tenant. One sign per occupancy. Total of all signs not to exceed 3/4 sq. ft. per foot of lot frontage.	1/occupancy	If building mounted, located near main entranceway, cannot extend above eave and cannot be mounted above first floor.		
General info	Commercial, building-mounted. No more than one (1) sign per public street or alley frontage shall be permitted and the maximum allowable sign area shall not exceed one (1) square feet per one (1) foot of occupancy frontage. Said sign shall be mounted flat against building or awning, shall be mounted below second floor windows, with design integrated with, and complementary to, facade design.	1/street frontage	Special signs: Pedestrian oriented occupancy sign with maximum of 2 faces, maximum area = 6 sq. ft. per face, attached flat to building or hung from canopy or eave above on-site sidewalk, indirect or interior illumination.		

City	Sign Allowances	# of Signs per Street Frontage	Wall sign limitations	Reviewed by	Exceptions?
Palo Alto					
Non-Residential	Size based on area of wall. Example: a building with a wall area of 1000 sf = max sign of 65 sf., 2000 sf = 90 sf. Max size 203 sf.	Number: Subject to the provisions of Section 16.20.170, there may be any number of such signs for each building face, but in no case shall the total wall sign area for each face exceed the code limited size. Section 16.20.170: In each place of business or occupancy there shall be permitted the following combinations of signs: (a) Where there is a freestanding sign, any one of the following: a flat wall sign, a projecting wall sign, or an awning sign; (b) Where there is no freestanding sign, any combination of two of the following: a flat wall sign, a projecting wall sign, an awning sign;	Height: No part of any wall sign shall extend above the top level of the wall upon or in front of which it is situated. Any such sign which is suspended or projects over any public or private walkway or walk area shall have an overhead clearance of at least seven feet.	ARB approval required	Available from any regulations in code in conjunction with architectural review of a sign, subject to typical variance findings
		(c) On corner lots, each frontage shall be treated separately for the purposes of subsections (a) and (b) of this section;			

City	Sign Allowances	# of Signs per Street Frontage	Wall sign limitations	Reviewed by	Exceptions?
Santa Clara					
Commercial Districts (CN, CC, CT, CD, and CP)	(1) Two square feet for each one foot of street frontage devoted to a business use. Total sign area shall not exceed three hundred (300) square feet by this method. <i>Ex: 100' frontage= 50 sf</i>	No mention	No wall sign shall project beyond the ends or top of the wall to which it is attached. No wall sign shall extend more than twelve (12) inches from the wall surface.	Building Official	No
	(2) Three square feet of sign area for each one hundred (100) square feet of building ground floor area. Total sign area shall not exceed six hundred (600) square feet by this method. <i>Ex: 1000 sf (15x20)= 30 sf, 3000 (15x200) sf= 90 sf</i>				
	(3) Six square feet of sign area for each one hundred (100) square feet of building ground floor area if the building or parking contiguous to any of such buildings abuts more than one public street; provided, that no more than three square feet of sign area for each one hundred (100) square feet of building ground floor area shall be erected facing any one of such public streets. Total sign area shall not exceed nine hundred (900) square feet by this method.				
	(4) Three-quarters of a square foot of sign area for each one hundred (100) square feet of lot area devoted exclusively to such commercial or industrial land use. Total sign area shall not exceed six hundred (600) square feet by this method.				
Professional Office (OA), Public, Quasi-Public, and Public Park or Recreation (B) Zoning Districts	One-half square foot for each one foot of street frontage devoted to a professional office use. Total maximum sign area shall not exceed one hundred (100) square feet. Where property is contiguous to and abuts more than one public street the maximum permitted sign area based on the principal street frontage may be increased fifty percent (50%); provided, that no more than one-half of the permitted sign area shall be erected facing any one such public street. Total sign area shall not exceed one hundred fifty (150) square feet by this method. Directory panels indicating tenancy are not included in the above totals, provided each name panel does not exceed six inches by thirty-six (36) inches.				

City	Sign Allowances	# of Signs per Street Frontage	Wall sign limitations	Reviewed by	Exceptions?
General Office District (OG)	The total maximum sign area shall not exceed the larger of the formulas listed in the section above.				
Industrial and Agricultural Districts (MP, ML, MH and A)	One square foot for each one foot of street frontage devoted to a business use. Total sign area shall not exceed six hundred (600) square feet. No single sign area shall exceed three hundred (300) square feet.				

City	Sign Allowances	# of Signs per Street Frontage	Wall sign limitations	Reviewed by	Exceptions?
Milpitas Commercial, Industrial, Quasi-Public, Agricultural Sales	(1) The total aggregate area of all signs permitted on any building site or property shall not exceed one (1) square foot of sign for each two (2) lineal feet of building perimeter on the subject parcel or not exceed two (2) square feet of sign for each one (1) lineal foot of public street frontage, at the applicant's discretion.			Staff (free-standing signs over 6' by PC)	
	(a) For buildings or uses containing more than one (1) business, the allowable sign area as defined in Section (1) above shall be distributed to each business proportionately to the floor area of the subject business to the total floor area for all leasable structures on the parcel or site.				
	(b) Provided further that in the case of a shopping center or other multi-use structure containing five (5) or more stores, sign area to be allowed on those stores which have frontage on an interior pedestrian mall shall be calculated as one (1) square foot of sign are for each one (1) lineal foot of building frontage for use only on that frontage facing said area.				

City	Sign Allowances	# of Signs per Street Frontage	Wall sign limitations	Reviewed by	Exceptions?
San Leandro					
CN, CC, DA-1, DA-2, DA-3, DA-4, DA-5, DA-6, CS, NA-1, NA-2, SA-1, SA-2, SA-3, IL, IC, ID	2 square feet per lineal foot of frontage up to fifty-five (55) feet of frontage; fifteen (15) times square root of frontage for sites with more than fifty-five (55) feet of frontage.		Only the frontage that is developed or will be developed with an approved building permit shall be counted for purposes of determining the maximum allowable sign area; vacant land reserved for future development may not be used in determining the maximum allowable sign area	Staff	Variances may be granted: landscaping, screening, lot area, lot dimensions, yards, height of structures, distances between structures, open space, offstreet parking and off street loading, and performance standards
CR, OS, PS, and PD	As prescribed by use permit		The sign area may be allocated between wall signs, freestanding signs, and projecting signs, provided that each sign conforms to the applicable regulations of this Section		Any sign application, including both individual sign applications and Master Sign Programs, may propose exceptions from the standards of this Article. (i.e., an individual sign or sign program that would exceed the size and height limitations of Section 4-1806: Regulations for On-Premise Signs). Exceptions approved as part of a Master Sign Program will apply to the signage of subsequent tenants
			No sign or sign area permitted on one frontage shall be transferred to another frontage except in accord with a Master Sign Plan prepared pursuant to Section 4-1810		
			1. Wall signs shall not project above an eave or parapet of the wall on which the sign is mounted, including the eave of a mansard roof.		
			2. A wall sign opposite an interior property line shall be five (5) feet or one-tenth (1/10) the lot width from the property line, whichever is greater, and shall not exceed thirty (30) feet in height.		
			3. A wall sign shall not project more than two (2) feet from the face of the building.		

City	Sign Allowances	# of Signs per Street Frontage	Wall sign limitations	Reviewed by	Exceptions?
Cupertino					
Commercial and industrial	<p>One sign per business with exterior frontage.</p> <p>One additional for:</p> <ul style="list-style-type: none"> - Businesses with no ground sign and adjacent to more than one street or shopping center driveway. - Sign directed to interior of project an not visible from any public right- of-way. - Single tenant building pad with more than 5,000 s.f. 	<p>No more than one wall sign per frontage.</p> <p>1 s.f. per linear ft of store frontage on which sign is located.</p>	<p>70% of store frontage maximum.</p> <p>200 sf max.</p> <p>Shall not project above the roof or top of parapet, unless it is an integral part of the face of an architectural projection.</p>	<p>All signs require a sign permit approved by the Director within thirty calendar days from receiving an application.</p>	<p>Applicants who wish to appeal a decision of the Director, the Design Review Committee or the Planning Commission, or those who wish to apply for an exception, shall do so under the provisions of Chapters 17.44 and 17.52 of this title.</p>
Office and Institutional	<p>One sign per business with exterior frontage.</p> <p>One additional for:</p> <ul style="list-style-type: none"> - Businesses with no ground sign and adjacent to more than one street or shopping center driveway. - Sign directed to interior of project an not visible from any public right- of-way. - Single tenant building pad with more than 5,000 s.f. 	<p>No more than one wall sign per frontage.</p> <p>1 s.f. per linear ft of business frontage on which sign is located.</p>	<p>70% of business frontage maximum.</p> <p>40 sf max.</p> <p>Length = total combined length of each row of copy.</p> <p>Shall not project above the roof or top of parapet, unless it is an integral part of the face of an architectural projection.</p>	<p>PC approval required for electronic readerboard signs and freeway oriented signs</p>	<p>The Design Review Committee may grant an exception based upon all the following findings:</p> <ul style="list-style-type: none"> A. That the literal enforcement of the provisions of this title will result in restrictions inconsistent with the spirit and intent of this title; B. That the granting of the exception will not result in a condition which is materially detrimental to the public health, safety, or welfare; and C. That the exception to be granted is one that will require the least modification of the prescribed regulations and the minimum variance that will accomplish the purpose.

City	Sign Allowances	# of Signs per Street Frontage	Wall sign limitations	Reviewed by	Exceptions?
Campbell	<p>Wall signs. Wall signs shall be allowed as follows:</p> <p>a. The size of each individual sign shall not be greater than one square foot of sign area for each linear foot of business frontage, on which the sign is located. No sign shall be greater than fifty square feet. Each sign shall be allowed a minimum of twenty square feet,</p> <p>b. Each business shall be allowed one wall sign. Businesses that are located adjacent to two streets (on a corner) shall be allowed one additional wall sign to face the second adjacent street if the business is not identified on a freestanding sign.</p>	<p>A single display device containing elements organized, related, and composed to form a single unit shall constitute a single sign. Where material is displayed in a random manner without organized relationship of elements, each element shall be considered to be a single sign.</p>		<p>Staff within 30 days of complete application.</p> <p>PC approval within 45 days of complete application</p>	<p>PC- Increased sign area or increased sign height when they determine that the signs otherwise allowed by this chapter would not be visible to the public due to issues of distance or obstructions that are beyond the control of the owner of the site on which the signs are or would be located. No sign shall be increased in size or height more than is necessary to allow the signs to be visible and intelligible to a person of normal sight; and in no event may any sign exceed forty-five feet in height or three hundred fifty square feet in area.</p> <p>Additional signs. The planning commission shall approve additional signs when it determines that all of the following have been met:</p> <p>a. The signs otherwise allowed by this chapter would not be visible to the public due to issues of distance or obstructions that are beyond the control of the owner of the site on which the signs are or would be located;</p>
Office	<p>The total display area for all signs for any one parcel or commercial center, whichever is less, shall be no greater than eighty square feet and no single sign shall have a display surface greater than forty square feet;</p>				<p>b. The signs could not be made visible and intelligible to a person of normal sight by allowing an increase in the area or height of the sign pursuant to subsection (C)(4), (Increased sign area or increased sign height) of this section;</p>
					<p>c. The additional signs comply with all the requirements of this chapter, except for the limitations on the number of signs; and</p>
					<p>d. The number of signs allowed pursuant to this provision shall not exceed the minimum number of signs necessary to make the signs visible to the public due to issues of distance or obstructions that are beyond the control of the owner of the site on which the signs are or would be located, which could not be accomplished by the number of signs otherwise allowed by this chapter.</p>

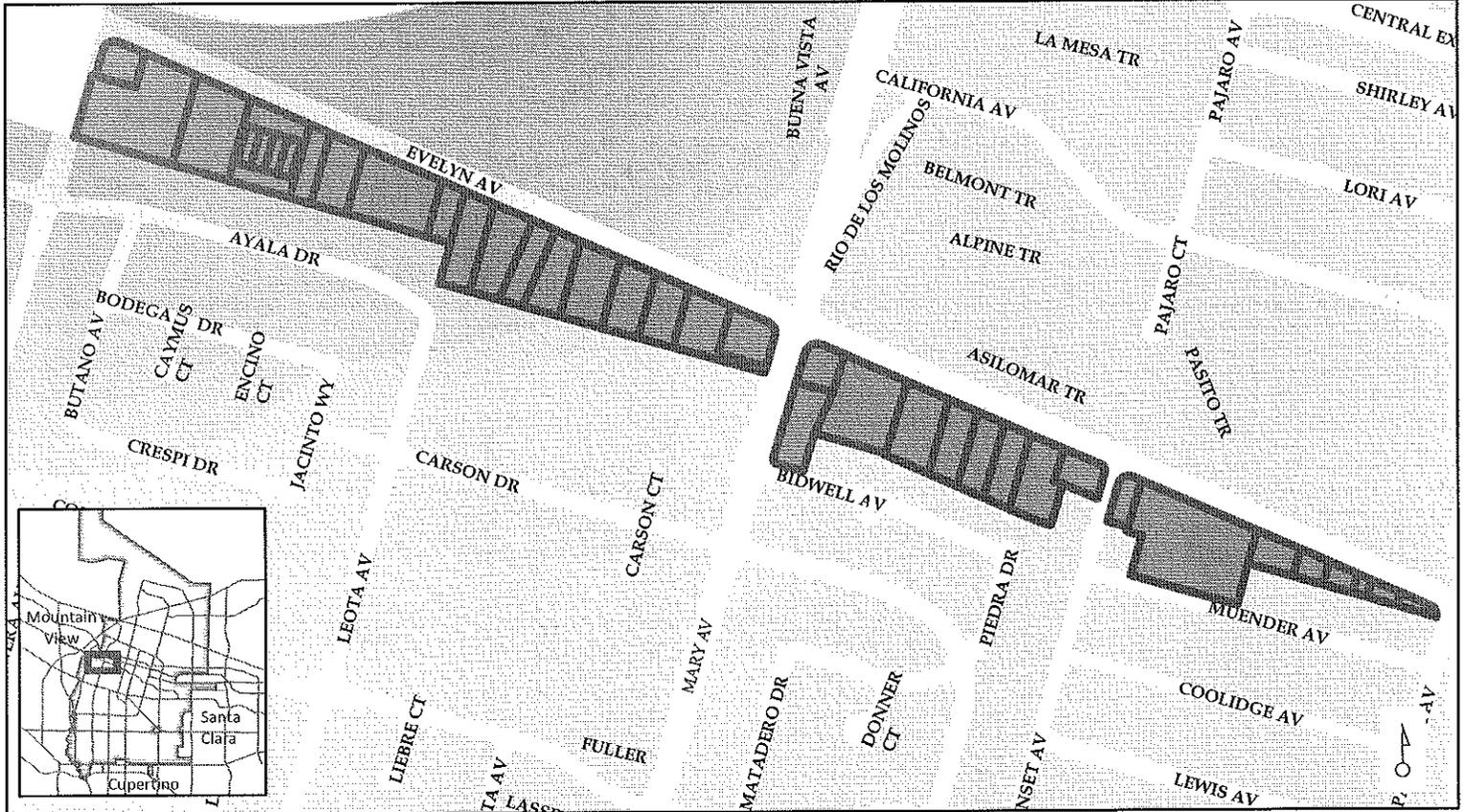
City	Sign Allowances	# of Signs per Street Frontage	Wall sign limitations	Reviewed by	Exceptions?
Los Gatos	All Zones Allowed sign area is one (1) square foot for each lineal foot of primary business frontage plus one (1) square foot for each lineal foot of secondary business frontage provided that the sign area generated by each secondary business frontage cannot exceed fifty (50) percent of the sign area generated by the primary business frontage.		Attached signs may be erected on any wall of the building, however, the area of a sign on a wall that is not a business frontage may not exceed twenty-five (25) percent of the sign area predicated on the primary business frontage		Variances. The provisions of this chapter concerning variances are not available to modify the terms of this division.
	Allowed sign area is one (1) square foot for each lineal foot of primary business frontage plus one-half square foot for each lineal foot of secondary business frontage.				
	The total area of all signs on a zoning plot shall not exceed one (1) square foot of sign area for each lineal foot of lot frontage.				
	The total area of all signs on a zoning plot is limited to the area derived from the business frontage calculation.				

Ratio	Building Linear Feet		75	Difference	100	Difference	150	Difference	200	Difference
	50	Difference								
0.66	33	---	49.5	---	66	---	99	---	132	---
0.70	35	2	52.5	3	70	4	105	6	140	8
0.75	37.5	4.5	56.25	6.75	75	9	112.5	13.5	150	18
0.80	40	7	60	10.5	80	14	120	21	160	28

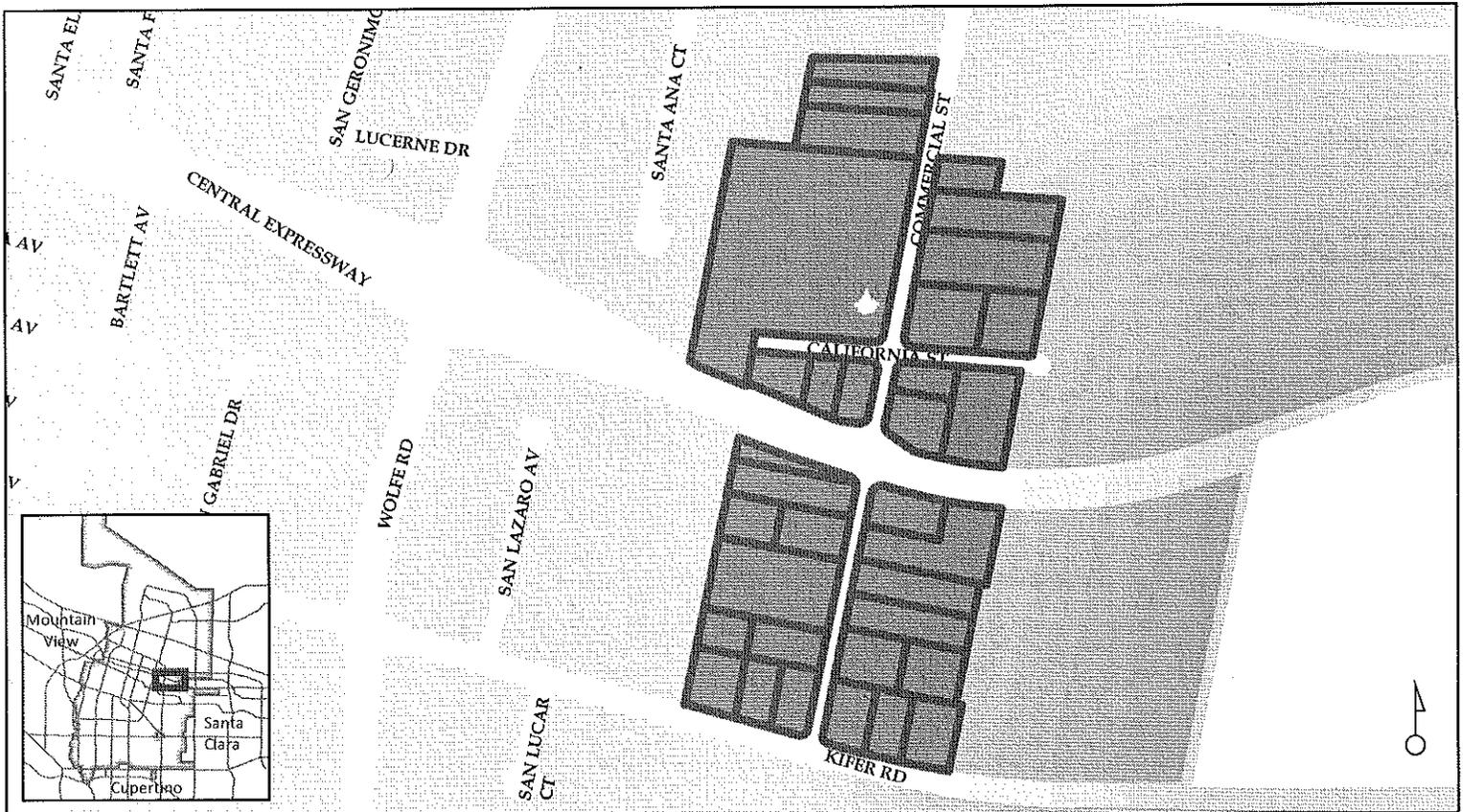


Proposed Affected Areas

PROPERTIES ON EVELYN AV



PROPERTIES ON COMMERCIAL ST



PLANNING COMMISSION MEETING MINUTES OF JANUARY 24, 2011**2010-7127: Secondary Signs (Study Issue) - AM (Continued from January 10, 2011.)**

Andrew Miner, Principal Planner, presented the staff report. He said staff recommends Alternative 1 and Alternative 6.a, to amend the Code to increase allowable sign area, incorporate secondary signs into total sign area allowance, and allow wall signs on more than one face of the building; and apply changes only to property in the C-4 and M-S zoning districts along the south side of West Evelyn Avenue between Bernardo Avenue and Pastoria Avenue, and on Commercial Street between Arques Avenue and Kifer Road.

Comm. Dohadwala asked staff about current enforcement of secondary sign issues and whether there is an urgency to resolve this issue now. **Trudi Ryan**, Planning Officer, discussed the postponement of enforcement for over a year, working with people towards compliance, and penalties if non-compliant. Mr. Miner discussed a related sign code study issue that Council recently recommended that the Planning Commission did not have the opportunity to rank. Ms. Ryan said the Study Issue workshop is scheduled for Friday, January 28, 2011 and said staff would not know until the workshop whether the potential Study Issue to Amend the Sign Code would be selected for study.

Comm. Hungerford discussed Alternative 2 with staff saying that Alternative 1 gives the business owners more flexibility in the location of the signs. Comm. Hungerford discussed with staff possible sub-options under Alternative 1. Comm. Hungerford inquired about a limit to three signs.

Comm. Larsson discussed the study issue ranking process with staff. Staff said that the calendar with the new study issues scheduled would be approved by Council in February.

Vice Chair Hendricks discussed with staff Alternative 6.a and possible scenarios if it were recommended to Council and then Council recommended the Sign Code be rewritten. Vice Chair Hendricks asked questions about the process of bringing existing signs into compliance and other possible scenarios if different options were recommended. Ms. Ryan said the Commission could continue this item until after the Council has adopted the 2011 calendar on February 15, 2011 which would allow time to see if the Council selects the Amended Sign Code for study.

Comm. Larsson discussed additional scenarios with staff. He confirmed with staff that language could be added to tonight's recommendation as a provisional option, that if

Council decides to move forward with amending the Sign Code that tonight's recommendation would be folded into that study.

Vice Chair Hendricks opened the public hearing.

Tom Trago, owner of Anchor Auto Body in Sunnyvale, said he has signs on the side and front of his building. He said customers have commented that it is difficult to find their business as the front of the building is hard to see from Evelyn Avenue. He said he thinks that signs on the side of the building help customers locate his and other small businesses. He said he wants to work with the City on this as he wants the signage to look professional and also help customers locate his shop.

Comm. Sulser asked Mr. Trago if he preferred any of the alternatives in the report. Mr. Trago said he would like to see a fair and equitable decision made for the businesses along Evelyn Avenue regarding the signage.

Vice Chair Hendricks closed the public hearing.

Ms. Ryan said staff recommends a modest change to deal with the signage situation along Evelyn Avenue. She said it is possible that the Council may select as a Study Issue to Amend the Sign Code which could affect this sign issue. She said this recommendation could be a short-term fix, while the sign code is being looked at. Ms. Ryan said she does not think any harm would be done by addressing the immediate issue on Evelyn Avenue and bringing the businesses into a similar frame of signage.

Comm. Larsson made a motion for the staff recommendation to amend the Code to increase allowable sign area, incorporate secondary signs into total sign area allowance, and allow wall signs on more than one face of the building; and that the changes are based on location in the City applying changes only to property in the C-4 and M-S zoning districts along the south side of West Evelyn Avenue between Bernardo Avenue and Pastoria Avenue, and on Commercial Street between Arques Avenue and Kifer Road. Comm. Sulser seconded the motion.

Comm. Larsson said the staff recommendation is a good, short-term compromise. He said he thinks it is good to give businesses more flexibility. He said as a member of the community it is difficult to find businesses on Evelyn Avenue, and this is a great step in the right direction.

Comm. Sulser said he supports the motion as he thinks this is a reasonable, narrowly-tailored solution that addresses a problem on one or two streets.

Comm. Dohadwala said she would be supporting the motion, agreed that it is difficult to locate businesses on Evelyn Avenue, and said these changes should help customers locate businesses and reduce driving hazards.

Vice Chair Hendricks said he would be supporting the motion and that he likes that this recommendation is targeted and not broad. He said he is considering an amendment to strongly encourage the Council to rank the potential Sign Study Issue high at the Study Issue workshop. Ms. Ryan said a separate motion could be made rather than an amendment since the motion is related to this item.

ACTION: Comm. Larsson made a motion on 2010-7127 to recommend to City Council Alternative 1, and 6.a.; to amend the Code to increase allowable sign area, incorporate secondary signs into total sign area allowance, and allow wall signs on more than one face of the building; and that the changes are based on location in the City applying changes only to property in the C-4 and M-S zoning districts along the south side of West Evelyn Avenue between Bernardo Avenue and Pastoria Avenue, and on Commercial Street between Arques Avenue and Kifer Road. Comm. Sulser seconded. Motion carried 5-0, with Chair Travis and Comm. Chang absent.

APPEAL OPTIONS: This item is scheduled to be considered by City Council on February 15, 2011.

Vice Chair Hendricks made a motion for the Planning Commission to recommend that the Council consider a high ranking for the potential study issue on signs (that includes a comprehensive sign code revision) being considered at the Study Issue Workshop. Comm. Hungerford seconded the motion.

Comm. Sulser said he would not be supporting the motion as he would like to see the Council give high rankings to the items that the Commission has already ranked high.

Vice Chair Hendricks said Comm. Sulser's comment is compelling.

Comm. Larsson said he would be supporting the motion and he is happy with the vagueness of the term "high" and he would like to see a comprehensive review of the Sign Code.

Mr. Miner commented that the Commission could recommend the Council to consider a comprehensive sign review in their deliberation.

Comm. Larsson said he would still like the sign issue ranked high.

Ms. Ryan explained several options to the Commission regarding this issue.

ACTION: Vice Chair Hendricks made a motion on 2010-7127 to recommend that the Council consider a high ranking for the potential study issue on signs (that includes a comprehensive sign code revision). Comm. Hungerford seconded. Comm. Hungerford seconded. Motion carried 3-2, with Comm. Sulser and Comm. Dohadwala dissenting, and Chair Travis and Comm. Chang absent.

APPEAL OPTIONS: This recommendation will be provided to the City Council for consideration at the Study Issue Workshop scheduled for January 28, 2011.