

ORDINANCE NO. 2948-11

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 may be located on a maximum of two sides of the building, but the maximum sign area may not exceed that allowed in Table 19.44.140(b)(1).

(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 Chapter 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 REGULATIONS²		
<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		
<ul style="list-style-type: none"> (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).

²When 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 February 15, 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