



**Draft for Planning Commission review
on January 12, 2009**

Council Meeting: January 27, 2009

SUBJECT: 2008-0485 Business Identification on Ground Signs and Size of Street Address Numbers (Study Issue)

REPORT IN BRIEF

This Study Issue involves two separate concerns raised by the community: the ability of businesses to achieve adequate identification on signs, and the ability of residents and emergency services to identify the address of a site. The City Council identified the following issues within the scope of the study:

- Number of tenants per ground sign;
- Number of ground signs per site;
- Size (sq. ft.) of ground signs;
- Minimum copy height of general sign copy;
- Minimum copy height and legibility of address numbers;
- Amortization program for address numbers.

The City's current requirements for ground signs are based largely on a major Sign Code revision which occurred in 1985. The principle adopted by the City Council in this revision is that the purpose of signs in Sunnyvale is basic business identification, not advertising, and the number and size of signs should be limited to avoid visual clutter on City streets.

After considering available research, public comments, and the City's existing principles related to signage, staff is recommending several minor changes to the City's Sign Code as detailed on pages 15-17. These changes include:

- Increase the number of tenants permitted on ground signs from three to four while eliminating the option to display an extra tenant by removing the center's name;
- As an incentive, provide a limited exemption from sign area for display of the center's name on multi-tenant ground signs;
- Reduce the length of street frontage needed for a second ground sign from 500 feet to 300 feet; but for properties along El Camino Real, limit the height of the second ground sign, where allowed, to 15 feet;
- Adopt a minimum copy height of 4 inches for general ground sign copy;
- Do not increase the minimum required copy height of 6 inches for address numbers, but specify required locations for address numbers on a ground sign to provide appropriate visibility;
- Do not adopt an amortization program for address signs.

BACKGROUND

In December of 2007, the City Council considered a potential Study Issue on Business Identification on Ground Signs and Size of Street Address Numbers (2008 CDD-06). The City Council had previously combined two potential Study Issues (2007 studies CDD-03 and CDD-48) resulting in this study. The combined study ranked third on the Community Development Department Study Calendar for 2008.

This Study Issue involves two separate concerns raised by the community. Business owners, particularly small businesses, have voiced concerns about their ability to achieve adequate business identification on signs. Several businesses have expressed interest in allowing a greater number of tenants to be displayed on multi-tenant ground signs. Community members have also expressed concern that it is difficult to identify the address of many of the multi-tenant centers due to the small size of address numbers, which may complicate wayfinding for both commercial and emergency services purposes.

The City Council identified the following issues within the scope of this study:

- Number of tenants per ground sign
- Number of ground signs per lot
- Size (sq. ft.) of ground signs
- Minimum copy height of general sign copy
- Minimum copy height and legibility of address numbers
- Amortization program for address numbers

Legislative History

The Community Design Sub-Element offers an explanation of the purpose of sign regulations in the City of Sunnyvale:

Sunnyvale has adopted sign regulations to ensure that signage is attractive, compatible with the district where it is located, and not distracting to motorists. The premise of the Sign Ordinance is that signs should identify businesses, not advertise them. This principle is one reason billboards are not allowed in Sunnyvale. Uniform regulations provide each business with an equal opportunity to identify its location. These regulations are necessary to avoid signs which compete for attention with overwhelming size or garish colors. This type of competition creates visual chaos and is detrimental to other businesses. Sign regulations improve the safety of motorists by eliminating distracting signage, such as blinking lights, and requiring a safe location for ground signs. The Sign Ordinance also ensures that signage is compatible with the building style and site design.

Since the adoption of the Sign Ordinance and a major amendment in 1985, commercial signs are more in balance with other elements in the streetscape. Signs have a more compatible scale and do not dominate the view. The order and clarity brought by sign regulations have made it easier to identify and find businesses. The Sign Ordinance has also helped make signage an attractive element in the roadside environment (p. 49).

As noted in the Community Design Sub-Element, Sunnyvale's Sign Code underwent a major revision in 1985. This revision set the standards for the City's current regulations, establishing strict limits on the number, style, and size of signs. The 1985 regulations permitted the following for ground signs:

- One ground sign per street frontage, with a second sign allowed for any frontage exceeding 1000 feet in length
- For multi-tenant signs in commercial zones, two tenant names per sign plus the center name
- For multi-tenant signs in industrial zones, no limit on tenant names
- Sign area of 40 square feet per face
- Sign height of up to 10 feet
- Address numbers required on signs with a minimum 4-inch copy height

Between 1986 and 1991, the City Council considered five separate studies proposing minor modifications to the Sign Code. Issues included balloons, window signs, and temporary signs. Major modifications to the Code were made in a 1992 study (RTC #92-589). As part of this study, the length of street frontage needed to permit a second ground sign was reduced to 500 feet. The number of tenant names permitted on commercial ground signs was increased to three tenants plus the center name, with an option to display four tenants with no center name. The City Council also considered limiting the landscaping around signs in 1992 to prevent visual obstructions but did not adopt such limits, noting that landscaping around signs should remain a private maintenance issue for which property owners are responsible. A subsequent 1993 study completely reorganized the Sign Code to improve legibility, but did not make any substantive changes. Additional minor modifications to the Sign Code were made in 1997 and 1998 related to temporary signs.

In 2005, the City Council heard a Study Issue on increased signage opportunities for automobile dealers and large retailers (RTC #05-064). As part of this study, several changes were made to the City's ground sign regulations. The maximum height of ground signs along El Camino Real was increased from 10 feet to 25 feet. The option of achieving a sign area up to 80 square feet with a setback of 30 feet was removed; however, a small increase in permitted area for ground signs with smaller setbacks along El Camino Real and in multi-tenant centers was granted, resulting in an allowance of 40 to 70 square feet per sign face depending on setback. In addition, the minimum size of address

numbers was increased to 6 inches. In April of 2008, staff reported back to the City Council on the implementation and effectiveness of these changes (RTC #08-124).

EXISTING POLICY

Land Use and Transportation Element

Policy C4.3 – Consider needs of business as well as residents when making land use and transportation decisions.

Policy N1.3 – Support a full spectrum of conveniently located commercial, public and quasi-public uses that add to the positive image of the City.

Policy N1.13 – Promote an attractive and functional commercial environment.

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.

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

Action Statement B.3.f – Continue to ensure that signage is used to identify businesses rather than advertise them.

DISCUSSION

The scope of the study includes six issues, which are each discussed below. Note that ground signs have been established in the City for a variety of uses, including commercial, industrial, office, and multi-family residential. While the issue of the number of tenants on ground signs applies primarily to commercial properties, the remaining issues considered in this study are relevant for all properties with ground signs.

Number of tenants permitted per ground sign

The City's Sign Code currently limits the number of tenants displayed on multi-tenant ground signs in commercial zoning districts. Ground signs may display up to three tenants plus the shopping center's name, or up to four tenants without the center's name. In industrial zoning districts, multi-tenant ground

signs may display all of the center's tenants plus the center's name (Attachment B).

Business owners have requested the City allow a greater number of tenants to be displayed on commercial ground signs. Business owners have stated that identification on a ground sign is key to advertising their businesses. Businesses which are located in less desirable spaces in shopping centers, such as spaces which are set back significantly from the street or are located behind other buildings, are particularly concerned with being displayed on ground signs because their wall signs may not be visible from the street.

The existing limitation on tenant names in commercial areas is intended to avoid visual clutter and reduce potential traffic impacts associated with too much information on signs. Research has indicated that the information a passer-by can absorb while reading a sign is quite limited. The maximum amount of information that can be absorbed varies based on the complexity of road conditions, the speed of travel, and the resulting time the passer-by has to look at the sign. For the type of traffic conditions occurring on El Camino Real, Sunnyvale's primary commercial corridor, research has shown a sign can be viewed for at most 5 seconds. Where too much information is displayed, it cannot be absorbed within the limited time available to view the sign. Vehicles may slow to try to read extra information on signs, creating hazardous traffic conditions. Excessive information on signs can also result in an unattractive commercial streetscape. (Attachment D provides examples of ground signs with excessive copy for reference.) This research formed the basis for the City's current regulations limiting the number of tenants on commercial ground signs. Industrial ground signs were not subjected to the same limits because, typically, traffic volumes are lower in industrial areas and slowing vehicles present less of a hazard. Industrial areas tend to have fewer visitors, with most traffic associated with employees who are familiar with the area. In addition, industrial areas are typically less visually-sensitive areas of the City. As a result, it was determined that additional sign information in industrial areas would not have the same adverse effects as in commercial areas.

The City's current regulations allow an additional tenant to be displayed on a ground sign if there is no center name. This was intended to allow equal signage for centers without a name (of which there are several in the City). However, the unintended consequence of this allowance is that many shopping centers have chosen to remove their names from their ground signs in order to display an additional tenant. This has further reduced identification opportunities for those businesses which are not listed on the ground sign because they can no longer refer to the center's name as an identifying marker for their location. Small businesses have expressed concern about this situation, as they are the tenants most likely to be excluded from the ground sign. Property owners choose how to allocate available ground sign panels

among tenants, typically charging additional rent to those tenants displayed on signs. As a result, not all tenants may be able to afford to purchase ground sign identification, even if the City permitted display of an unlimited number of tenants. Requiring or more effectively encouraging shopping centers to display the center name on ground signs could assist in resolving the problem of finding businesses which do not have identification on a ground sign.

Signage and advertising can be a challenge for many small businesses. However, the City's adopted policies discourage the use of signage for advertising purposes. The City has an interest in maintaining the high quality of Sunnyvale's commercial streetscape, which benefits all businesses in the City. The City also has a strong interest in maintaining safe road conditions by limiting visual clutter on streets. Allowing an unlimited number of tenants on commercial ground signs would not be consistent with this goal. A modest increase in permitted business identification is an option which could be considered to accomplish the City's goals without significantly increasing the potential for visual clutter. Allowing four tenants plus the center's name would be similar to the existing five-tenant limits in Mountain View and Cupertino (Attachment C). Outreach participants also suggested the name of the center be exempt from the calculation of sign area in order to encourage centers to include this name. It may be desirable to limit the size of such an exemption to avoid especially large signs. For example, a property owner could propose a center name of any size but anything over the established limit (e.g. 15 square feet) would count toward permitted sign area.

Options to address the number of tenants (and center identification) on ground signs could include:

1. Increase the number of tenants permitted on commercial ground signs.
2. Eliminate the option of displaying an additional tenant if there is no center name displayed.
3. Provide an incentive for multi-tenant centers to display the center's name on ground signs using a sign area exemption (see "Maximum Size" below).

Number of ground signs per property

Current regulations allow one ground sign per street frontage, except that a second ground sign may be allowed for any street frontage exceeding 500 feet in length. Few properties meet this requirement. On El Camino Real, there are only seven lots which have at least one street frontage exceeding 500 feet in length. There are approximately 15 shopping centers in the City with street frontages exceeding 500 feet, but the majority of properties in Sunnyvale do not benefit from this exception.

Businesses have requested additional opportunities to display tenant names on ground signs, and one way to accomplish this may be to allow additional ground signs on each property. Although each sign may only display up to four tenants, properties with multiple signs can display different tenants on each sign, thereby increasing the total number of tenants displayed. Allowing additional signs could provide more opportunity for tenant identification, assuming property owners agree to place different tenants on each sign. As noted previously, property owners determine how to allocate their signage.

Allowing additional ground signs for all properties is an option, but may not be desirable. The purpose of the existing limitation on the number of signs is to avoid the visual clutter and distraction to motorists that can result from too many signs. Limiting signage to one sign per property along each street helps to ensure there will be sufficient space between signs. Research has indicated that, just as the amount of information that can be read on one sign is limited, the number of signs that can be read and understood within a field of view is limited. Available research recommends spacing ground signs at least 150 feet apart for legibility. Very tall ground signs, which are often larger and are intended to be viewed from a longer distance, are even more likely to create a cluttered appearance when placed in close proximity to other tall signs. With signs up to 25 feet tall allowed on El Camino Real, maintaining adequate spacing between signs is particularly important.

The City has a strong interest in maintaining the high quality of its commercial streetscapes. In order to accomplish this goal while providing adequate signage opportunities, one option is to slightly reduce the length of frontage needed to allow a second ground sign. A reduction in required frontage from 500 feet to 300 feet, for example, would benefit an additional 14 properties along El Camino Real (for a total of 21), while still limiting signage such that most signs will be placed at least 150 feet apart. In order to avoid the clutter created by multiple tall signs, it may also be desirable to add a limitation that where a second ground sign is allowed along El Camino Real, the second sign may not exceed 15 feet in height. Note that several of the properties on El Camino Real having longer street frontages are multi-manufacturer auto dealerships where multiple tall freestanding signs may be requested to meet manufacturer requirements. These sites may be affected by a proposed change in the permitted number of signs per frontage.

Options to address the number of permitted ground signs could include:

1. Increase the number of ground signs permitted for all properties.
2. Increase the number of ground signs permitted for some properties by reducing the length of property frontage needed to allow a second ground sign.
3. Limit the height of the second ground sign on a frontage, where allowed, to avoid an excessive number of very tall signs.

Maximum size of ground signs

The permitted size of ground signs for non-residential uses in non-residential zoning districts depends on the location and setback of the sign as well as the amount of information displayed. The table below summarizes the City’s current regulations.

Information	Setback	Maximum Size (sq. ft.)	
		El Camino Real	Other Locations
One tenant name and/or center name	< 10’	50 sq. ft. per face	40 sq. ft. per face
	≥ 10’	60 sq. ft. per face	50 sq. ft. per face
Two or more tenant names	< 10’	60 sq. ft. per face	50 sq. ft. per face
	≥ 10’	70 sq. ft. per face	60 sq. ft. per face

Ground signs for residential uses and/or residential zoning districts have additional restrictions (see Attachment B for complete information on current ground sign regulations).

The existing limitation on the size of ground signs is intended to maintain the quality of the City’s streetscapes. Where there are too many large signs competing for attention, the streetscape becomes dominated by signage. All businesses in the City stand to benefit from the high-quality character of the City’s commercial environments, and care should be taken to maintain this character. In general, businesses have expressed satisfaction with the permitted sizes of ground signs in the City, though some have stated that larger signs would provide more opportunity for business identification. However, staff has encountered an issue in implementing these requirements which merits discussion in this study.

Conflicts sometimes arise between the City’s regulations and corporate policies. This issue was raised by an auto dealer who stated that his manufacturer has a strict corporate policy allowing only certain sign sizes. The sizes permitted by the corporation are either too small to provide the identification desired by the auto dealer or too large to meet City requirements. As a result, the dealer has not replaced his sign for many years. This type of issue arises periodically, and the City has traditionally held that corporations need to adjust their policies to meet City requirements. It would be difficult to create regulations that meet the standards of every corporation operating in the City. Variance applications for signs are not allowed, except for the height of a ground sign. Businesses who have faced corporate policy issues state that their problems could be resolved by creating a Variance or exception process through which additional signage could be considered. But Variances have strict findings which are very difficult to make for signs, and a less-strict exception process not subject to Variance findings has the potential to be overly subjective and result in unfair and

inequitable signage allowances. As a result, the City Council has historically preferred to give equal sign opportunities to all sites without allowing anyone to request an exception. During the 1985 and 1992 Sign Code revisions, sign companies were very supportive of the regulation prohibiting sign Variances, as they felt this reduced subjectivity and allowed them to better advise their clients on designing signs that comply with City regulations.

Options to address the maximum size of ground signs could include:

1. Increase or decrease the maximum size (square feet) of ground signs.
2. Make no change to the maximum size (square feet) of ground signs.
3. For multi-tenant signs, allow a limited exemption from sign area calculation for display of the center's name as described under "Number of Tenants" above.
4. Create a Variance or exception process for signs.

Minimum copy height of general copy

The City currently has no minimum copy height (size of letters) for a ground sign's general copy, which consists of the center name and tenant names. There is a maximum copy height of 20 inches. The maximum copy height was established to avoid glaring signs which compete excessively for attention. But copy which is too small can also present a problem, as it can be illegible, can result in a cluttered appearance, and can create traffic problems as vehicles slow down to read small lettering (see Attachment D). It is in the best interest of businesses to display signs which are legible, so it was expected they would select appropriate copy heights and no minimum was established by the City.

However, it has become clear that businesses sometimes select very small copy heights despite their interest in maintaining legibility. Although City regulations are based on the goal of identification and not advertising, businesses tend to view ground signs as a means for advertising. Some business owners seek to place as much information as possible on those signs, including telephone numbers, internet/Web sites, and lists of products sold. The City has a limit on the number of items of information that can be displayed per business, but many businesses are still able to display some of the items listed above and remain within the limits. In order to fit this information in the designated sign panels, small copy heights are used, and such copy quickly becomes illegible from a distance. Sign contractors have stated that they are aware of research showing that too much information in small copy sizes is not legible, and they attempt to persuade their clients to avoid such signage, but ultimately it is the client's decision. Sign contractors stated they generally support the idea of a minimum copy height, as excessively small copy is not beneficial. Business owners were less supportive of a minimum copy height for general copy, as they do not wish to be subjected to additional restrictions.

In order to ensure that ground signs are legible and do not create adverse traffic conditions, it may be desirable to adopt a minimum height for general sign copy. A minimum of 4 inches could eliminate excessively small and illegible copy without being overly restrictive. (See Attachment D for examples of various copy heights on ground signs.) Allowing staff to approve exceptions to this requirement (similar to the existing process for exceptions to items of information in SMC 19.44.110) may be desirable to avoid creating a situation in which copy height minimums prevent a business with a longer name from displaying its fundamental identification in the available space. Staff also notes that the current definition of “items of information” is unclear regarding how to count an internet/Web address or telephone number, and disagreements with applicants often result. This can be resolved by modifying the “sign face complexity” section of SMC 19.44.110 to clarify the method of calculating items of information for telephone numbers and internet/Web addresses.

Options to address the size of general copy (and items of information) could include:

1. Establish a minimum copy height for general ground sign copy;
2. Clarify the method of calculating items of information for telephone numbers and internet/Web addresses.

Minimum copy height and legibility of address numbers

Address numbers are regulated by both the City’s Zoning Code (SMC chapter 19.44) and the California Fire Code (CFC section 505). The Zoning Code requires that every ground sign display the address number of the property with a minimum copy height of 6 inches and a maximum copy height of 24 inches. Where no ground sign exists, the address number must be placed on the building itself. For public safety purposes, the State Fire Code also requires that address numbers be provided on every building with a minimum copy height of 4 inches. Address numbers are not separately regulated in the Zoning Code. Address signs are currently exempt from the Zoning Code’s general sign requirements such as “sign approvals.”

Several residents have sent letters to the City Council requesting that the size of required address numbers be increased. Outreach participants also noted that many signs do not display the directional identifier of the street name, such as East or West. This can become confusing along streets like El Camino Real, where the directional identifier changes mid-way down the street and street numbers begin to be reused. In general, larger address numbers make it easier to locate sites. However, selecting a minimum size which is very large may be unnecessary and overly restrictive. Excessive copy height requirements may also make it difficult to upgrade older signs. There may not be enough available space on existing signs to locate a very large number without completely redesigning and rebuilding these signs.

Few sites display the currently required 6-inch copy due to the legal non-conforming status of their signs. Prior to 1985, no address was required on ground signs. The required minimum copy height established for address numbers in 1985 was 4 inches. It was not until 2005 that the minimum copy height was increased to the current standard of 6 inches. The majority of commercial ground signs in the City pre-date 2005, and are therefore displaying smaller address numbers or no address numbers.

Attachment D illustrates the appearance of several different copy heights for address numbers. While larger copy heights are generally desirable, the location of the address number may have an equal influence on its legibility. In 2005, there was a staff recommendation to require addresses to be located at the top of signs; however, this provision was not adopted when the City Council decided to allow maximum sign height to increase from 10 feet to 25 feet (versus 15 feet maximum recommended by staff). As a practice, staff encourages addresses to be located at the top of signs, but as this is not a Code requirement it is challenging to implement.

Other factors playing significant roles in address number legibility include the relationship between the copy height of the address number and the height of other copy and the level of contrast in color between the address number and the sign background. Relationship with other copy is difficult to regulate, as copy changes on signs occur regularly. Relationship with the sign background may be more easily regulated. Address signs are exempt from review and approval under the current Code. This exemption would need to be eliminated if review of address sign font and color is desired.

Options to address the size and visibility of address numbers on signs could include:

1. Increase the required copy height for all address numbers;
2. Specify a required location for address numbers on ground signs;
3. Where the street name includes a direction such as East or West, require at least the first letter of the direction to be displayed with the address number;
4. Require approval of address signs to allow staff to review legibility.

Amortization program for existing signs

As noted above, the majority of commercial properties in the City are not currently displaying the required 6-inch address numbers on their ground signs. This is because many of the ground signs in the City were established prior to the current 6-inch requirement and are considered to be legal non-conforming structures. Legal non-conforming structures may be maintained in their current condition until they propose a modification, at which time they

must be brought into conformance with current standards. For ground signs, modifications which trigger a requirement for upgrades include replacing, rebuilding, expanding, or significantly redesigning a sign. Changes in copy do not trigger an upgrade requirement.

One way to eliminate the legal non-conforming status of existing signs with respect to the address number is to initiate an amortization program. This would compel property owners to upgrade their existing signs within a specified time period, even if no other modifications were planned. The City does not currently have any amortization programs in place, nor is staff aware of such a program being used by the City in the past. All previous changes to the Sunnyvale Municipal Code have addressed existing structures and uses as legal non-conforming.

The advantage of an amortization program is that it would speed the process of upgrading existing signs to add the address numbers. Without such a program, it is likely to be many years before all ground signs in the City display the required height for address numbers. With an amortization program, compliance could be achieved in a shorter period established by the City Council.

However, there are several drawbacks to implementing such a program. Amortization would place a significant burden on many property owners and businesses. While some signs could be easily upgraded by attaching a larger address number, other signs are designed in such a way as to have no available space for additional or larger copy. These signs may need to be rebuilt to accommodate the required number, which could represent a significant cost to property owners and businesses. Amortization would also require significant staff time and City resources to implement due to practical and legal concerns as described below.

State law places several strict requirements on jurisdictions which adopt amortization programs for signs. Upon adoption of an amortization ordinance, the City must perform a survey to identify all non-conforming structures within 120 days. The City must then hold a second public hearing with the results of the survey, at which the Council must confirm the ordinance is still desirable. If the amortization program is upheld at this hearing, property owners would then need to be notified of the requirement and the deadline to upgrade their signs. The City would also be responsible for reimbursing property owners for a pro-rated portion of the value of their signs if the program requires them to replace or rebuild a sign which is less than 15 years old.

Complying with these State requirements would have a significant fiscal impact on the City. Staff estimates there are over 1,000 properties in the City with ground signs, possibly as many as 2,000, and some of these properties have

multiple signs. (Note that ground signs are permitted for all types of land uses, including industrial, commercial, residential, and quasi-public.) An amortization program would require significant staff hours for inventorying signs, processing permits, and enforcing compliance. Depending on the scope and details of the amortization program, staff initially anticipates such a program would require over 3,000 additional staff hours resulting in an added cost of over \$211,000. Note that this estimate does not include any reimbursement the City may be required to pay to property owners of amortized signs as required by State law, nor does it include staff time required to address any legal challenges to an amortization program. Additionally, an amortization program could be burdensome for many property owners and would be a significant departure from previous City policies related to Code amendments and legal non-conforming structures.

Options to address amortization of sign address numbers include:

1. Direct staff to pursue an amortization program for address numbers on signs, which would include a complete inventory of ground signs in the City, a complete fiscal analysis, and a proposed amortization ordinance.
2. Do not direct staff to pursue an amortization program. Allow existing signs to retain legal non-conforming status.

FISCAL IMPACT

Staff's recommendation would result in only minor changes to the existing sign code and would not include an amortization program, therefore there is no anticipated fiscal impact associated with the staff recommendation. Currently, approximately 30% of the City's overall tax revenues come from sales tax. There may be a small positive fiscal impact if the result of the study better assists businesses in meeting their signage needs.

If an amortization program were adopted, significant additional staff hours would be required and a fiscal impact to the City would result. The full cost of an amortization program for address numbers is difficult to determine, but as noted above, staff estimates that such a program would likely require over 3,000 additional staff hours at an estimated cost of over \$211,000. Additional fiscal impacts would result if the City is required to reimburse property owners for a portion of the value of amortized signs. However, it is not possible to estimate the cost of such reimbursements until a full inventory of signs is completed. Additional fiscal impacts would also result if the City faced legal challenges to its amortization program. If the City Council chooses to adopt an amortization program for address numbers, a source of funding would need to be located for the additional staff hours needed for implementation of the program as well as for any additional costs such as property owner reimbursement or legal issues.

The General Plan Long-term Financial Plan is fully balanced to the twentieth year, so any increase in costs will require a corresponding revenue increase or service level decrease in another area. If Council chooses an option that requires additional budgetary resources, Council will need to select one of the following options:

1. Establish a priority ranking for the new service and use the Priority Ranking Tool to select a service to cut to maintain a balanced long-term financial plan. Hold a public hearing on the recommended change once the service level reduction is determined.
2. Establish a priority ranking for the new service and direct staff to establish a fee to recover the cost of the new service as part of the City's Fee Schedule. [Note that charging fees for amortization may be prohibited by State law; in fact, payments to property owners may be required.]
3. Establish a priority ranking for the new service. Direct the City Manager to incorporate the new service and a corresponding service level reduction into the FY 2009/2010 Recommended Budget. [Note that delaying performing an amortization inventory may be prohibited by State law.]

PUBLIC CONTACT

Two public outreach meetings were held on October 16, 2008. Written notification of the outreach meetings was sent to property owners and tenants in shopping centers and on El Camino Real; to sign contractors who have filed applications with the City of Sunnyvale; and to other parties who had requested individual notification (over 1,600 notices sent). Staff also attended the Chamber of Commerce's monthly "Wake Up Sunnyvale" event in October to encourage Chamber members to participate in the outreach meetings. Approximately 14 people attended the meetings. At the request of the Chamber of Commerce, staff also met with several sign contractors and commercial real estate agents on September 18, 2008. Below is a summary of the public input received at these meetings. Additional information is available in Attachment E.

Summary of Public Comments

- Many participants agreed that address numbers are vital for directional purposes, and should be located at the top of the sign in more contrasting colors and styles for better visibility;
- Several participants stated it would be useful to require the center name on all signs, while others stated that no additional requirements should be placed on businesses;
- Many participants agreed that exempting the address number and center name from the allowed sign area would encourage these to be added without being too restrictive;

- Business owners generally supported more tenants being allowed on ground signs, as they desire more opportunities for identification and advertising;
- Some property owners and managers did not feel strongly about increasing the number of tenants on signs, stating instead that the existing limitation has been effective;
- Some participants expressed interest in allowing a greater number of signs per property;
- Several participants stated they did not want to see more restrictive regulations, particularly in difficult economic times when businesses need more advertising opportunities;
- Several participants expressed interest in having more flexible sign regulations with options to request an exception.

Notice of the public hearings for this project was published in the Sun newspaper. Written notification of the hearings was also sent to the parties listed above (page 14). The staff report was posted on the City of Sunnyvale's Web site and provided at the Reference Section of the City of Sunnyvale Public Library. The Planning Commission Agenda was posted on the City of Sunnyvale's Web site.

ENVIRONMENTAL REVIEW

Class 1 and Class 5 Categorical Exemptions relieve this project from California Environmental Quality Act provisions and City Guidelines. Class 1 Categorical Exemptions include minor alterations to existing structures and facilities involving negligible or no expansion of a use. Class 5 Categorical Exemptions include minor modifications to land use limitations. The potential modifications considered in this study include changes to the size and number of signs and the type and amount of copy permitted on signs. These types of modifications do not have the potential for any adverse environmental impacts.

ALTERNATIVES

1. Introduce an Ordinance to modify the requirements for ground signs and address numbers in Sunnyvale Municipal Code chapters 19.12 and 19.44 as recommended by staff. This includes the following changes:
 - A. Number of tenants permitted per ground sign (and center identification)
 - i. Increase the number of tenants permitted to four tenants per ground sign plus the shopping center name and eliminate the option of displaying an extra tenant if there is no center name.

- B. Number of ground signs per property
 - i. Reduce the length of property frontage needed to allow a second ground sign from 500 feet to 300 feet.
 - ii. Require that second ground signs along El Camino Real, when allowed, may not exceed 15 feet in height.
- C. Maximum size of ground signs
 - i. Make no change to the permitted size (square feet) of ground signs.
 - ii. As an incentive to provide the names of multi-tenant centers on ground signs, allow a center's name to be exempt from the calculation of sign area (maximum 15 square feet exempt).
- D. Minimum copy height of general copy
 - i. Establish a minimum copy height of 4 inches for general ground sign copy. The Director of Community Development may authorize copy heights less than 4 inches upon a finding that such height is essential to effecting the fundamental business identification purpose of the sign, and that unless an exception is granted, the applicant will suffer undue harm.
- E. Minimum copy height and legibility of address numbers
 - i. Make no change to the minimum size of address numbers; continue to require address numbers to be at least 6 inches and no more than 24 inches in height.
 - ii. Require address numbers on ground signs to be located at a minimum height of 4 feet and maximum height of 15 feet, unless otherwise approved by the Director of Community Development.
 - iii. Require that where the street name includes a direction such as East or West, at least the first letter of the direction shall be displayed with the address number.
- F. Amortization program for address numbers
 - i. Do not direct staff to pursue an amortization program for address numbers. Allow existing signs to continue as legal non-conforming structures. An address number meeting current requirements must be included on all new and significantly modified ground signs. Minor changes of copy shall not trigger a requirement to upgrade the address number.
- G. Other modifications
 - i. Clarify the method of calculating items of information for telephone numbers and internet/Web addresses in SMC 19.44.110.

- ii. Make other minor modifications to SMC 19.44 for correction and clarification purposes as outlined in the attached Ordinance.
2. Introduce an Ordinance with modifications to Alternative 1;
3. Make no change to the requirements for ground signs and address numbers.

RECOMMENDATION

Staff recommends Alternative 1.

Staff does not recommend allowing an unlimited number of tenants to be displayed on ground signs, as it has the potential to create visual clutter on streets which can detract from neighborhood quality and create unsafe traffic conditions. Instead, staff recommends a modest increase to allow display of up to four tenant names plus the center's name. Displaying the center's name on a ground sign provides businesses with the ability to identify their location in a center; therefore staff recommends eliminating the current option to display an extra tenant name by removing the center name from the sign. Staff also recommends making the name of the center exempt from the calculation of sign area (maximum 15 square feet exempt) to encourage its display. To provide additional signage for some properties, staff recommends reducing the required frontage for a second ground sign from 500 feet to 300 feet, with a limitation that second ground signs along El Camino Real may not exceed 15 feet in height. These modifications would provide additional business identification while preserving the high quality of the City's streetscapes.

In order to ensure signs are legible and are not detracting from traffic safety, staff recommends adopting a minimum copy height of 4 inches for general ground sign copy. This would not apply to the address number, which has a separate copy height requirement, but would apply to tenant names, the center name, and any other sign copy. To avoid harm to businesses with longer names, staff would have the authority to approve smaller copy heights if essential to fundamental business identification (similar to the existing exception for items of information in 19.44.110).

After reviewing sign copy heights and available research, staff determined that the current minimum copy height of 6 inches for address numbers is sufficient. In order to enhance the visibility of these numbers, staff recommends requiring them to be located between 4 feet and 15 feet in height unless otherwise approved by the Director of Community Development. Staff also recommends adding a requirement that, where the street name includes a direction such as East or West, at least the first letter of the direction shall be displayed with the address number. Staff does not recommend requiring review and approval of all

address signs to regulate legibility. Requiring a permit for address signs could discourage property owners from adding addresses to existing non-conforming signs. However, when new or replacement signs are proposed, staff can work with applicants to encourage more legible address numbers.

Considering the significant anticipated cost to the City, staff does not recommend adopting an amortization program for address numbers. While such a requirement would result in more signs displaying appropriately-sized address numbers in a shorter period of time, it would be a significant departure from current City policies and could be viewed as overly burdensome by many property owners.

Staff is also recommending some language clarification in the Sign Code related to vision triangles, items of information, English alphabet, and sign area.

Staff's recommendation as listed in Alternative 1 seeks to balance the City's goals of supporting businesses, preserving the high-quality character of the City's streetscapes, maintaining traffic safety, providing sufficient identification of property addresses for wayfinding and emergency response purposes, and avoiding excessive or overly stringent regulations.

Reviewed by:

Hanson Hom, Director, Community Development Department

Reviewed by: Trudi Ryan, Planning Officer

Prepared by: Mariya Hodge, Assistant Planner

Approved by:

Gary Luebbers

City Manager

Attachments

- A. Study Issue Paper
- B. Current City of Sunnyvale Ground Sign Requirements
- C. Ground Sign Requirements in Neighboring Jurisdictions
- D. Ground Sign Photographs and Examples
- E. Public Comments Received
- F. Draft Ordinance Amending SMC Chapters 19.12 and 19.44

Proposed New Council Study Issue

Number	CDD-06
Status	Pending
Calendar Year	2008
New or Previous	New
Title	Business Identification on Ground Signs (CDD-03 merged into this issue)
Lead Department	Community Development
Element or SubElement	Land Use and Transportation Element and Community Design

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

Several retailers have expressed concern regarding Sunnyvale's sign code restrictions on the number of tenants represented on ground signs. Currently, the code states that commercial ground signs may display a maximum of 4 tenant names, or 3 names plus the center identification. These restrictions impact smaller retailers as they are more typically excluded from ground sign identification.

Sunnyvale's sign code is organized with the principle of allowing sufficient business identification while maintaining the aesthetics of the community and safety of the traffic flow along commercial corridors. Sign text is restricted to fundamental business identification, reducing visual clutter and allowing motorists to read signs efficiently and safely. Business information, particularly on ground signs, must be easily understood in order to allow motorists time to absorb the information and make traffic movements safely. Sign code limitations also keep commercial displays from overwhelming the built and landscaped environment.

Requests to consider changes to the sign code are frequent. Since 1990, staff has prepared six different study issues to review various aspects of the sign code. The most recent was the study completed in 2005 that originally considered increased signage options for auto dealers. Council approved larger ground signs for all nonresidential properties and increased height for ground signs along El Camino Real, among other changes.

The study would look primarily at the number of tenants that may be included and the permitted ground signs per property. Size of ground signs, minimum size of sign copy (message) would also be evaluated. In order to most efficiently and comprehensively research this issue, staff would conduct this study in two phases. The first phase would include a review of the existing regulations in Sunnyvale and other nearby communities with substantial outreach to businesses and business organizations. A list of potential changes to the sign code that address tenant identification on ground signs would be compiled and presented at a joint study session with Council and Planning Commission. Staff would present examples of signs that reflect potential changes at this study session to assist in visualizing the potential changes. The second phase would research the particular

aspects of the code that were prioritized at the Joint Study Session with further outreach to the community and public hearings and a final report.

This item fell below the line and ranked 13 for 2007.

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

LAND USE AND TRANSPORTATION ELEMENT

Policy N1.13: Promote an attractive and functional commercial environment.

COMMUNITY DESIGN SUB-ELEMENT

GOAL B: Create an attractive street environment which will compliment 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.

Action Statement B.3f. Continue to ensure that signage is used to identify businesses rather than advertise them.

3. Origin of issue

- Council Member(s) Chu, Swegles
- General Plan
- City Staff
- Public
- Board or Commission none

4. Multiple Year Project? Yes Planned Completion Year

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? Yes
- What is the public participation process?
Workshops and focus groups with businesses, business organizations, the Sunnyvale Chamber of Commerce and sign contractors. Standard public hearing process.

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

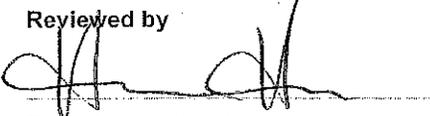
Staff Recommendation None

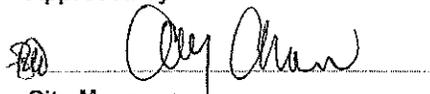
If 'For Study' or 'Against Study', explain

9. Estimated consultant hours for completion of the study issue

Managers	Role	Manager	Hours			
Lead	Ryan, Trudi		Mgr CY1:	40	Mgr CY2:	0
			Staff CY1:	320	Staff CY2:	0
Support	Verceles, Connie		Mgr CY1:	50	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
Interdep	Berry, Kathryn		Mgr CY1:	20	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
Interdep	Witthaus, Jack		Mgr CY1:	5	Mgr CY2:	0
			Staff CY1:	0	Staff CY2:	0
Total Hours CY1:			435			
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 Director
 Date 11/7/07

Approved by 
 City Manager
 Date 11/13/07

Addendum

A. Board / Commission Recommendation

Issue Created Too Late for B/C Ranking

Board or Commission	Rank	Rank 1 year ago	Rank 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		Delete	

Board or Commission ranking comments

This item was raised after the Planning Commission selected and ranked study issues.

B. Council

Council Rank (no rank yet)
Work Plan Review Date (blank)
Study Session Date (blank)
RTC Date (blank)
Actual Complete Date (blank)
Staff Contact

Proposed New Council Study Issue

Number CDD-03
Status Pending
Calendar Year 2007
New or Previous Previous
Title Size of Street Address Numbers
Lead Department Community Development
Element or SubElement Community Design/ Public Safety

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

This issue was initiated by a letter and testimony from a citizen expressing concern over difficulty in determining the building addresses on retail and commercial areas. The letter suggests that the City adopt an ordinance stating that by 2005, all commercial properties must use 10-inch high numerals for street numbers and shopping centers with building numbers are to display the street numbers on the front of the property. In 2004, staff received a letter from a different resident who expressed similar concerns with the size of address numbers.

In March 2005 Council modified sign code regulations, including increasing the minimum height of address numbers on ground signs from 4 inches to 6 inches. Older signs constructed prior to the address requirement are legal non-conforming and are not required to be modified to comply with this requirement. Fire safety code requirements for addresses at building entrances were not modified or reviewed. State law mandates a full inventory of non-conforming signs when a City proposes to adopt an amortization program.

This study would look at further modifying the letter size requirement for addresses on ground signs, whether to modify the requirement for building entrances and whether or not to have an amortization program. Staff would also examine an education program to bring non-conforming addresses into compliance.

The issue of visibility of addresses is an area of concern that was raised during the update of the Precise Plan for El Camino Real.

This Study Issue was deferred for 2005.

This item fell below the line and filed for number 8 in 2006.

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

COMMUNITY DESIGN SUB-ELEMENT

Policy 2.5B.3: Minimize elements which clutter the roadway and look unattractive.

Action Statements 2.5B.3e: Maintain a sign ordinance to assure that signage is attractive, compatible with the district and not distracting motorists.

3. Origin of issue

Council Member(s) Howe, Walker
General Plan
City Staff
Public
Board or Commission none

4. Multiple Year Project? No Planned Complete Date 2007

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 the business community and the public on the adequacy of current address requirement (e.g. location, number height, etc.) would be necessary.

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 Under \$500
Operating expenditure range Under \$500
New revenues/savings range Under \$500
Explain impact briefly

Sign regulation changes would not have any long-term fiscal impact to the City.

8. Recommendation for this calendar year

Board or Commission ranked this study issue ___ of ___
Board or Commission ranking comments
Staff Recommendation Against Study

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

If City Council decides to do a study issue on this matter, staff recommends that the study focus on new address signs only and not include an amortization program.

Staff plans to include a staff action in the Precise Plan for El Camino Real to proactively contact property owners and businesses about voluntary modifications to address signs. The program is intended to upgrade the visibility and usefulness of address signs without changes to the code. If the program is not successful, staff could return to the Council for a potential change in policy.

9. Estimated consultant hours for completion of the study issue

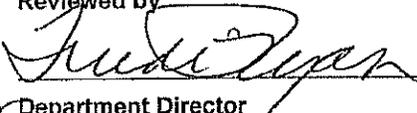
Managers	Role	Manager	Hours	
Lead		Ryan, Trudi	Mgr CY1: 30	Mgr CY2: 0
			Staff CY1: 220	Staff CY2: 0
Support		Berry, Kathryn	Mgr CY1: 30	Mgr CY2: 0
			Staff CY1: 0	Staff CY2: 0

Total Hours CY1: 280

Total Hours CY2: 0

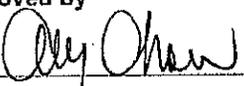
Note: If staff's recommendation is 'For Study' or 'Against Study', the Director should note the relative importance of this Study to other major projects that the Department is currently working on or that are soon to begin, and the impact on existing services/priorities.

Reviewed by


 Department Director

12/4/06
 Date

Approved by


 City Manager

12/4/06
 Date

TABLE 19.44.140(a)
Number and Types of Signs Allowed¹

<i>I. NONRESIDENTIAL USE—ONE BUSINESS ON A LOT</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 that exceeds 500 feet.
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 LOT</i>		
(A) Ground Sign	(B) Wall Sign	(C) Secondary Wall Sign
Number. Allow each lot to display one ground sign per street frontage. Allow a second ground sign along any lot if street frontage exceeds 500 feet.	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 three tenants and/or the center name, or four tenants.	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 Signs located above the ground floor in a multiple-floor building have special requirements. (See Section 19.44.020(38).)

TABLE 19.44.140(c)
Ground Sign Regulations

I. NONRESIDENTIAL USE IN A NONRESIDENTIAL ZONING DISTRICT			
(A) Sign Area and Setback Distance:			
If Information on the Ground Sign Will Consist Of:	The Maximum Sign Area¹ Is:		Minimum Setback Distance Behind the Public Right-of-Way Is:
	Signs Adjacent to El Camino Real in the Precise Plan for El Camino Real	All other ground signs	
One tenant name and/or a center name, or an address only	50 s.f. per sign face (100 s.f. total sign area)	40 s.f. per sign face (80 s.f. total sign area)	1 ft.
	-OR- 60 s.f. per sign face (120 s.f. total sign area)	50 s.f. per sign face (100 s.f. total sign area)	10 ft.
Two or more tenant names, with or without a center name	60 s.f. per sign face (120 s.f. total sign area)	50 s.f. per sign face (100 s.f. total sign area)	1 ft.
	-OR- 70 s.f. per sign face (140 s.f. total sign area)	60 s.f. per sign face (120 s.f. total sign area)	10 ft.
(B) Sign Height:	The maximum ground sign height is 10 ft., except for properties located within the El Camino Real Precise Plan which have a maximum ground sign height of 25 ft. for ground signs placed along El Camino Real.		
(C) Copy:	Maximum copy height is 20 inches.		

II. NONRESIDENTIAL USE IN A RESIDENTIAL ZONING DISTRICT (including R-2(O) and R-4(O))	
(A) Sign Area¹:	The minimum area can be one-half the area permitted above.
(B) Sign Height:	The maximum ground sign height is 5 ft.
(C) Setback Distance:	The same as permitted above.
(D) Copy:	Maximum copy height is 20 inches.

III. RESIDENTIAL USE	
(A) Sign Area¹:	
Zoning District	Maximum Sign Area
R-0, R-1, R-1.5 and R-1.7(PD) zones	Maximum 3 sq. ft. per sign face (6 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 area, whichever is less (maximum 64 sq. ft. total sign area)
(B) Sign Height:	The maximum ground sign height is 5 ft. for all residential uses.
(C) Setback Distance:	Residential use ground signs may be placed up to, but shall not extend across any property line.
(D) Copy:	Maximum copy height is 1 ft.

¹ Logo height and length dimensions are counted in the ground sign area. Logo height and length dimensions are not regulated on ground signs but logos are counted in the ground sign area.

REQUIREMENTS FOR GROUND SIGNS - NEIGHBORING CITIES

	Sunnyvale	Mountain View	Cupertino	Santa Clara
Different regulations for industrial v. commercial zoning?	Yes, but only for # of tenants	Yes. Heights in industrial limited to 10' (up to 30' in Commercial)	No	Yes
# of ground signs permitted per lot	Varies by # of businesses per lot and # of street frontages. Typically 1 per street frontage, except that an additional ground sign may be allowed on any frontage exceeding 500'	1 sign permitted in all zones except R1 and R2. CN = 1 sign permitted on minimum 4 acres lot	1 ground sign per minimum 100' frontage 2 signs per 500'+ frontage	One additional pole or <i>ground sign</i> shall be permitted for each 300' of street frontage in addition to the required minimum street frontage or for each separate leasehold which meets the minimum street frontage requirements.
tenants permitted per sign	<i>Commercial</i> - 3 tenants plus center name, or 4 tenants with no center name; <i>Industrial</i> - no limit	Freestanding signs for shopping centers located on sites 4 acres or more may identify only the center name and/or 1 major tenant. On sites less than 4 acres, the freestanding sign may identify the name of the center and a maximum of 5 tenants	Max. 5 tenant names per ground sign	No limit
Other limits on information per sign or panel?	Yes, maximum 10 "items of information" per tenant	No	No	No

	Sunnyvale	Mountain View	Cupertino	Santa Clara																		
Maximum sign area	<p><i>On ECR</i> - 50 sq.ft. per face for single tenant signs or 60 sq.ft. per sign face for multi-tenant signs</p> <p><i>Not on ECR</i> - 40 sq.ft. per face for single tenant signs or 50 sq.ft. per sign face for multi-tenant signs</p>	<p>CN= max 2 faces, 200 sq.ft. CG= max 2 faces, 150 sq.ft. per face C3= max 2 faces, 75 sq.ft. per face O= max 50 sq.ft. F= max 32 sq.ft.</p>	<p>Not to exceed total area of 1 sq.ft. to 4' street frontage</p> <p>Total ground sign area not to exceed 100 sq.ft.</p>	<p>Commercial formulas, not to exceed the max. for all signs. Ground signs count toward total sign area:</p> <table border="1"> <thead> <tr> <th>Sign area sq.ft.</th> <th>Bldg/ street space</th> <th>Max total sign area</th> </tr> </thead> <tbody> <tr> <td>2 sq.ft.</td> <td>1' street frontage</td> <td>300 sq.ft.</td> </tr> <tr> <td>3 sq.ft.</td> <td>100' bldg ground floor area</td> <td>600 sq.ft.</td> </tr> <tr> <td>6 sq.ft.</td> <td>100' bldg ground floor area if abuts more than 1 street</td> <td>900 sq.ft.</td> </tr> </tbody> </table> <p>Shopping Center: same as above plus a double-faced sign max. 200 sq.ft./ face allowed if there are 5 or more businesses</p> <p>Industrial and Ag</p> <table border="1"> <thead> <tr> <th></th> <th></th> <th></th> </tr> </thead> <tbody> <tr> <td>1 sq.ft.</td> <td>1' street frontage</td> <td>600 total, 300 single sign</td> </tr> </tbody> </table>	Sign area sq.ft.	Bldg/ street space	Max total sign area	2 sq.ft.	1' street frontage	300 sq.ft.	3 sq.ft.	100' bldg ground floor area	600 sq.ft.	6 sq.ft.	100' bldg ground floor area if abuts more than 1 street	900 sq.ft.				1 sq.ft.	1' street frontage	600 total, 300 single sign
Sign area sq.ft.	Bldg/ street space	Max total sign area																				
2 sq.ft.	1' street frontage	300 sq.ft.																				
3 sq.ft.	100' bldg ground floor area	600 sq.ft.																				
6 sq.ft.	100' bldg ground floor area if abuts more than 1 street	900 sq.ft.																				
1 sq.ft.	1' street frontage	600 total, 300 single sign																				
Maximum sign height	10', except on ECR where 25' is permitted	<p>10' above the surface of the adjacent street A= 12' CN= 20' CG= 30' C3= 12' for lots <120' wide; 15' for lots >120' wide</p>	8'	35'																		

	Sunnyvale	Mountain View	Cupertino	Santa Clara
Min./Max copy height for regular copy (not counting address #)	No min. Max. 20"	None	In commercial districts, each tenant name shall not be less than 6" in height and min 4" space between tenant names. Shopping center name shall be emphasized.	None
Address #s required on ground signs?	Yes	No	Yes	No
Min./Max. copy height for address #s	Min. 6", Max. 24"	None	Min 5"	3' max. without architectural committee approval
Setbacks (from Right Of Way)	None required, but permitted size varies with setback	A= 12' from ROW R3, R3D, R4= 10' from ROW F= 15' from ROW	No ground sign located within 100' of another ground sign on the same property No closer than 1' from ROW Interior lots: 50' setback from side property line	<i>Monument signs</i> not exceeding 7' in height and 60 sq.ft. in total sign area are allowed at a minimum setback of 4' behind property line or plan line
Other Requirements/Restrictions	N/A	Landscaping: Each freestanding sign shall be located within a planted landscaped area.	N/A	N/A

	Sunnyvale	Mountain View	Cupertino	Santa Clara
Definition	Ground Sign: A sign which is supported by a freestanding base or one or more poles, uprights or braces in or upon the ground.	Freestanding sign: Any sign not entirely supported by a building.	Any sign permanently affixed to the ground and not supported by a building structure	Ground sign: a sign which is supported by one or more uprights, poles, or braces in or upon the ground or partially supported and attached to any building, other structure or foundation on the ground. <i>Monument sign:</i> a freestanding sign supported on the ground essentially along its entire base or width of the sign display face

REQUIREMENTS FOR GROUND SIGNS - NEIGHBORING CITIES

	Sunnyvale	Los Altos	Palo Alto	San Jose
Different regulations for industrial v. commercial zoning?	Yes, but only for # of tenants	No	No	No
# of ground signs permitted per lot	Varies by # of businesses per lot and # of street frontages. Typically 1 per street frontage, except that an additional ground sign may be allowed on any frontage exceeding 500'	<p><i>Commercial:</i> one on each primary and secondary street frontage</p> <p>CT = One freestanding sign shall be allowed with an area of not more than 1 sq.ft. for each 1' of lot frontage</p>	<p>Freestanding signs over 5' tall permitted only on nonresidential properties in the GM zones and on El Camino Real in the CN and CS zones and for service stations, restaurants and shopping centers elsewhere</p> <p>If over 5' tall, 1 sign for each frontage and 1 additional sign for any portion of frontage over 250'</p> <p>If under 5' tall, 1 sign per frontage</p>	<p>1 sign per 100' street frontage</p> <p><i>Capital Auto Row</i>—Up to 3, depends on number of car manufacturers per parcel</p> <p>2 signs for parcels with 500' frontage</p> <p><i>Residential:</i> 100+ units = 1 sign per street frontage, 2000+ units = 2 signs</p>
tenants permitted per sign	<p><i>Commercial</i> - 3 tenants plus center name, or 4 tenants with no center name;</p> <p><i>Industrial</i> - no limit</p>	No limit	No limit	No limit

	Sunnyvale	Los Altos	Palo Alto	San Jose
Other limits on information per sign or panel?	Yes, maximum 10 "items of information" per tenant	No	No	No
Maximum sign area	<p><i>On ECR</i> - 50 sq.ft. per face for single tenant signs or 60 sq.ft. per sign face for multi-tenant signs</p> <p><i>Not on ECR</i> - 40 sq.ft. per face for single tenant signs or 50 sq.ft. per sign face for multi-tenant signs</p>	<p>R3= 15 sq.ft. max Commercial = 150 sq.ft. primary frontage, 75 sq.ft. secondary frontage CT = 100 sq.ft. max</p>	<p>Signs up to 5' tall: For Residential: Sliding scale based on street frontage, max 20 sq.ft.</p> <p>Non-Residential: Sliding scale based on street frontage, max 26 sq.ft.</p> <hr/> <p>Signs over 5' tall: Non-Residential: Sliding scale based on street frontage, max 65 sq.ft.</p>	<p>Max area: 120 sq.ft.</p> <p>Max area – for entire parcel: 1 sq.ft. per 5' street frontage; for 1 st. frontage: 1 sq.ft. per 5' frontage</p> <p><i>If sign faces residential uses or zoning:</i> max 40'.</p> <p><i>Capital Auto Mall:</i> First sign 120 sq.ft., additional signs 50 sq.ft.</p> <p><i>Residential:</i> 1 sq.ft. per occupancy unit, max 32 sq.ft.</p>
Maximum sign height	10', except on ECR where 25' is permitted	<p>R3= 6' ht max Office = 20' max OA-1 District on Altos Oaks Drive = 8' Commercial = 20' max</p>	25' max. Freestanding signs over 5' in height shall be permitted only on nonresidential properties in the GM zones and on El Camino Real in the CN and CS zones and for service stations, restaurants and shopping centers elsewhere.	<p>Max 3' in vision triangle</p> <p>Max height: Sign area divided by 4, max 20'</p> <p><i>Capital Auto Mall:</i> First sign max 20', additional signs max 9'</p> <p><i>Downtown, Urban Mixed-Use:</i> 8' max if less than 6' wide, max height 25 ft.</p> <p><i>Residential:</i> 3' max if <100 units. If 100+ units, 5'. max per 50 units up to 15'</p>

	Sunnyvale	Los Altos	Palo Alto	San Jose								
Min./Max copy height for regular copy (not counting address #)	No min. Max. 20"	18" max (in any direction)	None	None								
Address #s required on ground signs?	Yes	Yes	No	Yes (except downtown or airport zone)								
Min./Max. copy height for address #s	Min. 6", Max. 24"	Min 4", Max 18"	None	None								
Setbacks	None required, but permitted size varies with setback	None	None	25' side and rear setback <table border="1"> <tr> <td>Front setback</td> <td>per height of sign</td> </tr> <tr> <td>4't setback</td> <td>Up to 6'</td> </tr> <tr> <td>6' setback</td> <td>6'-<10'</td> </tr> <tr> <td>10' setback</td> <td>10'+</td> </tr> </table> <i>Capital Auto Mall:</i> 4' front setback <i>Residential:</i> 10' from front property line	Front setback	per height of sign	4't setback	Up to 6'	6' setback	6'-<10'	10' setback	10'+
Front setback	per height of sign											
4't setback	Up to 6'											
6' setback	6'-<10'											
10' setback	10'+											
Other Requirements/Restrictions	N/A	Landscaping required	N/A	All freestanding signs placed in a base of at least 18" to match building architecture Located fully within landscaped area								

	Sunnyvale	Los Altos	Palo Alto	San Jose
Definition	Ground Sign: A sign which is supported by a freestanding base or one or more poles, uprights or braces in or upon the ground.	"Freestanding sign" means a sign which is wholly or partly supported by a structural element which is not an integral part of a building. Freestanding signs include monument signs and ground signs.	"Freestanding sign" any sign standing on the ground. Such signs are usually, but not necessarily, supported from the ground by one or more poles or posts or similar uprights, with or without braces.	"Free-standing sign" means a sign not attached to a building or other improvement but instead permanently erected upon or standing in the ground and usually supported from the ground by one or more poles, columns, uprights, braces or cement anchors. Free-standing signs include monument signs but do not include portable signs.

Location and Style of Address Number



The address number is hidden in the center of the sign, with the same letter style and color as other text. No center name is displayed.

Location and Style of Address Number



The address number is large (10”), is located at the top of the sign, and uses a distinct color, style, and font. The center’s name is displayed prominently. The sign displays few tenants, keeping its appearance and information restrained.

Number of Tenants



Few tenants are displayed, keeping the appearance restrained. However, the address number (6" copy height) is located at the bottom and does not use strongly contrasting styles or colors, making it difficult to read. The center's name is displayed prominently (copy height 5.5"). Tenant names range in copy height from 7" to 7.5".

Number of Tenants



The sign uses a lower-quality design and materials. Many tenants are displayed and their signs use a wide variety of styles, colors, and backgrounds. There is no address number displayed, but the center's name is prominently displayed.

Copy Height



Few tenants are displayed, keeping the appearance restrained. However, the address number is too small (3.5”), is located at the bottom near landscaping, and does not use strongly contrasting colors. The minor text displayed for additional tenant information is small (under 4”) and is not readily visible. Tenant names range in copy height from 5” (Back Care Specialists) to 7” (Kabul). No center name is provided – it was removed to allow display of more tenants.

Copy Height



Much of the copy on the tenant panels is too small to be legible. Too many items of information are displayed. Excessive amount of copy in small font creates visual clutter and may result in traffic hazards.

**Summary of Comments - Chamber of Commerce Meeting
September 18, 2008, 9:00 a.m.
Chamber of Commerce Office**

The Chamber of Commerce requested staff meet with several Chamber members to discuss the study.

Staff in attendance:

Mariya Hodge, Assistant Planner
Andrew Miner, Principal Planner
Maria Rodriguez, Economic Development

Members of the public in attendance:

Paul Stewart, Chamber of Commerce President
Four sign contractors
One commercial real estate broker

COMMENTS

The comments received from the meeting attendees are provided below. Each bullet point represents a different comment.

- Multi-tenant properties have master sign programs for consistency on the same property, but even among centers it would be good to have some consistency. For example, all address numbers should be at the top of the sign.
- Does the State Fire Marshal have a minimum copy height for address numbers? If so, we should use that. I think it might be 6 inches.
- On monument signs with multiple tenants, I agree that limiting the number of tenants is a good idea for legibility. No more than 8 or 10 should be allowed. I think it would best if they used a consistent copy height and color. But most importantly, it should be required for all signs to have the shopping center name.
- Has the downtown redevelopment project had an impact on what you allow for signs? Have you thought about accommodating new technologies like LED?
- Do you want to remain consistent about internally-illuminated ground signs versus externally illuminated ground signs? Both are allowed right now.
- Going for design consistency can be difficult. Right now, Campbell requires all the panels on a sign to have consistent background colors. But people illegally switch out the panels without permits, and enforcement is difficult. You need a compromise.
- From a property owner's standpoint, a ground sign has value as real estate. If the number of tenants allowed on the sign is restricted, that

real estate is more valuable – people will pay more. If the City allows all tenants to be on a sign, it defeats the purpose of the property owner trying to charge for that space.

- I would support exempting the center name and address from the size of the sign to encourage these to be included. I think the sign size limitation should apply to the commercial copy only.
- The address number should also be required on the building.
- I've noticed from traveling to other states that California regulations seem to be focused on one monument sign per property, but other places seem to allow much more.
- I think some of the signs that staff finds the most "high quality" are the hardest to read. They don't have enough contrast in the color of the lettering. There should be a requirement to have some level of color gradient, maybe 50%, between the background and the letters.
- Many cities require photosimulations as a basic application material for signs. We don't mind doing that. It's not difficult for sign contractors.
- The City's regulations for signs break things up by residential use and non-residential use. But how do you deal with mixed use? This could be a challenge.

**Summary of Comments – Public Outreach Meeting
October 16, 2008, 9:00 a.m.
Community Center, Neighborhood Room**

Staff in attendance:

Mariya Hodge, Assistant Planner
Andrew Miner, Principal Planner

Members of the public in attendance:

Approximately 10 business owners, property owners/managers, and sign contractors

PUBLIC COMMENTS

The comments received from the public are provided below. Each bullet point represents a different comment.

- A property owner requested more information about current code allowances for signs.
- The owner of a beauty shop at 834 E. El Camino Real stated that signage for small businesses is a problem in her shopping center. Each business has its own address number and the numbers are not on the sign. The setbacks are too deep for wall signs to be visible from the street and there are other detached buildings in front. She feels each business should be represented on the ground sign. She wants to know what the City can do for her to solve her issues.
- Signs are smaller than before – smaller than what the City allowed in the past. The City is making it more and more difficult and expensive for businesses to operate. There are too few signs allowed. A greater number of signs should be permitted per property. But we don't need amortization – that is too much of a burden on property owners and tenants.
- A property owner stated that he believes address numbers on the signs are the key to identifying and locating tenants.
- Finding addresses is not the only way people find businesses. That's true of a small shop, maybe, but not McDonald's. For certain things, people drive along looking for the sign. We need to allow some flexibility in our sign code so that everyone's needs can be met. Sometimes the circumstances don't fit the code. For example, there is an auto body shop located behind General Motors and no one knows it's there because they are not allowed to have a sign. Consider allowing exceptions or variances.
- The City should be allowing flexibility for certain specific circumstances. The code doesn't fit every case. There should be exceptions.

- A property manager of a strip center on El Camino Real stated that there is a limited number of signs allowed, and this has caused a problem for our smaller tenants. They feel no one can see or find their businesses. Can the City allow more signs, like a second ground sign for larger properties? Or maybe the City should require the center name be placed on the monument sign so that everyone can navigate using the center name.
- I am opposed to decreasing the number of tenant names in order to include a center name. Right now a trade-off is allowed, but if you take away that option you're decreasing the number of tenants. I would support requiring a center name only if the number of allowed tenants doesn't decrease.
- I don't support stricter regulations. In these economic times the City should be trying to help us out and give us more signs and more advertising, not hurt us with extra requirements.
- Having center names on the sign can assist in emergency situations. It can be difficult for someone to call 911 and give their location if they can't see the address or the name of the center.
- Does the City require signs that are not being used to be removed? There are some old signs out there that look pretty bad.
- Restricting permanent signs has made people desperate and led to problems. All over El Camino you will see cars parked on the side of the road or in parking lots facing the street with business signs on them. You see a lot of illegal banners and illegal A-frame signs, too. These things reflect the desperateness of businesses to be seen. If they can't get exposure with permanent signs, they will try something else that looks even worse.

**Summary of Comments – Public Outreach Meeting
October 16, 2008, 7:00 p.m.
Community Center, Neighborhood Room**

Staff in attendance:

Mariya Hodge, Assistant Planner
Andrew Miner, Principal Planner

Members of the public in attendance:

Approximately 4 property owners/managers and sign contractors

PUBLIC COMMENTS

The comments received from the public are provided below. Each bullet point represents a different comment.

- A sign contractor requested information about which Council members sponsored this study issue.
- From the point of view of the public at large, addresses should be larger and should be required. The City should also give more thought to the color and location of addresses on the sign. Cherry Orchard, for example, has signs that are very hard to see. The numbers should not go at the bottom, and they need to be in more contrasting colors for visibility. But from the point of view of businesses and commercial property owners, adding more regulations is burdensome.
- A property owner asked if there are visual examples of good-looking signs in the City. He is planning to re-do some monument signs on his property and would like to work with staff.
- A property owner stated that was having trouble deciding which tenants would be allowed on the ground sign, so he decided to take them all off and display only the address and center name. This has been effective. The tenants complained at first, but over time the center's identity was established and now people can just say they're located in the center. Once people get inside, they can follow wall signs or directories to the right business.
- A property manager stated that addresses have also become more important over time at his location as opposed to business names. At first all the businesses complained about not having their names on the ground sign. But once the center's identity was established, they complained less because people were able to find their businesses more easily.
- A sign contractor noted that too much information on a sign is worse than having no signs at all. People cannot read the sign and it becomes clutter that provides no value.

- A property manager stated that he was in support of the City's current policy to limit the number of syllables or items of information on a sign. He also stated that other languages on signs can be an issue and they are prohibited at his center. This is part of the CC&Rs on the property and it's beneficial in an emergency to make sure emergency crews can identify and reach the business.
- A property owner stated that he did not believe it was legal for any of them to prohibit other languages on signs, only to limit the amount of information.
- A property manager stated that an amortization program would be a problem for property owners and businesses. It would be expensive and place a burden on them.

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SUNNYVALE AMENDING SECTION 19.12.200 ("S") OF CHAPTER 19.12 (DEFINITIONS) AND CERTAIN SECTIONS OF CHAPTER 19.44 (SIGNS) OF TITLE 19 (ZONING) OF THE SUNNYVALE MUNICIPAL CODE PERTAINING TO SIGNS AND STREET ADDRESS NUMBERS

THE CITY COUNCIL OF THE CITY OF SUNNYVALE DOES ORDAIN AS FOLLOWS:

SECTION 1. SECTION 19.12.200 AMENDED. Section 19.12.200 of Chapter 19.12 (Definitions) of Title 19 (Zoning) of the Sunnyvale Municipal Code is amended to read as follows:

19.12.200. "S"

(1) - (6) [Text unchanged]

(7) "Sign" means any structure, object, device, display or advertising artwork, situated outdoors or in a window which is used entirely or in part to advertise, display, direct or attract attention to an object, person, institution, organization, business, product, service, event or location by any means, including words, letters, figures, design, symbols, fixtures, colors, illumination or projected images. Decorative artwork is not considered to be a sign. Types of signs are detailed in Chapter 19.44.

(a) "Sign area" means the number of square feet of the smallest geometric shape (circle, oval, rectangle, triangle, or combination thereof) within which a sign face can be enclosed. In determining the area of a sign which has more than one face, the total sign area shall be the sum of the sign area of all sign faces. Logos are included in calculation of sign area. Address numbers as required by 19.44.020 and 19.44.110 are not included in calculation of sign area. For ground signs at multi-tenant centers, up to 15 square feet may be exempted from the calculation of sign area for display of the center's name.

(b) - (e) [Text unchanged]

(8) - (26) [Text unchanged]

SECTION 2. SECTION 19.44.020 AMENDED. Section 19.44.020 of Chapter 19.44 (Signs) of Title 19 (Zoning) of the Sunnyvale Municipal Code is amended to read as follows:

19.44.020. Types of signs and related regulations.

(1) Address Sign. The official street address of a building or part thereof, consisting of numbers alone or numbers and the street name. Address signs in conformance with Section 19.44.110 are required for each ground sign established pursuant to Section 19.44.140(c) and may also be required on buildings. Address signs with copy height no less than six inches and no greater than two feet are exempt from the regulations set forth in this chapter.

(2) - (17) [Text unchanged.]

(18) Corner Vision Triangle or Driveway Vision Triangle Sign. Any sign displayed within the corner vision triangle as defined in Section 19.12.040 or the driveway vision triangle as defined within Section 19.12.050. A sign within a vision triangle is prohibited if the sign is:

- (a) Greater than three feet in height; or
- (b) A temporary commercial sign.

(19) – (72) [Text unchanged.]

SECTION 3. SECTION 19.44.110 AMENDED. Section 19.44.110 of Chapter 19.44 (Signs) of Title 19 (Zoning) of the Sunnyvale Municipal Code is amended to read as follows:

19.44.110. General requirements for signs.

(a) Sign Face Complexity—Items of Information.

(1) A syllable of a word, an abbreviation, an abstract symbol, or a number when used to convey a message on a sign is considered to be an item of information. When counting items of information for internet/Web addresses. The prefix such as www."shall be considered one item of information, the suffix such as ".com" or ".net" shall be considered one item of information, and the remainder of the address shall be counted according to the number of syllables. When counting items of information for telephone numbers, each digit shall be considered one item 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:

(i) The sign proposing to exceed the limitation complies with all otherwise applicable provisions of this chapter;

(ii) 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

(iii) When counting items of information in a language other than English, the following methods shall be used:

(a) Roman (“English”) alphabet: each syllable in the language shall be counted as an item of information, together with each number and each abstract symbols.

(b) 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.

(iv) 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.

(b) Address Sign Required. Each ground sign established pursuant to Section 19.44.140 shall incorporate the official street address of all uses on the property. If a ground sign has not been established, addresses shall be displayed on the building. The street address may consist of numbers alone or numbers and the street name. Where the street name includes a direction such as East or West, the direction of at least the first letter thereof shall be displayed with the address number even if the full street name is not displayed. The copy height of address signs shall be no less than six inches and no more than two feet. Address signs in conformance with Section 19.44.020 shall not be included in calculations of sign area. Address numbers on a ground sign shall be located at a minimum height of 4 feet and a maximum height of 15 feet, unless otherwise approved by the director of community development as part of a sign permit approval.

(c) Center Name. For ground signs at multi-tenant centers, the center name shall not be included in the calculation of sign area up to a maximum of 15 square feet exempt.

(d) Illumination of Signs. The color and thickness of glass, plastic or other translucent materials used in construction of all signs, as well as the brightness of bulbs or other illumination elements, shall be designed in such a manner so as to avoid excessive illumination and glare. Shedding significant quantities of light onto adjacent properties shall be considered excessive illumination.

(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) - (4) [Text unchanged.]

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

(1) - (5) [Text unchanged.]

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

(7) - (10) [Text unchanged.]

(g) Construction and Maintenance of Signs. Each sign established and maintained shall comply in all material respects with the terms of Title 16. All electric wiring raceways, conductors, conduit, transformers and other utilities, equipment, braces and fixtures appurtenant to signs shall be concealed in a manner consistent with Title 16 and other requirements of this code. All electrical, gas or other utility service wires, pipes, conduits and other pertinent fixtures

serving signs detached from buildings shall be placed underground. Each sign shall be maintained in a safe, unbroken and structurally sound manner. Damaged or missing sign faces shall be repaired or replaced. Each sign structure that shall become abandoned, and each commercial sign and its supporting structure that shall become obsolete, shall be removed within ninety days of written notice from the city directing that it shall be so removed.

SECTION 4. TABLE 19.44.140(a) AMENDED. Table 19.44.140(a) of Section 19.44.140 (Sign Regulations) of Chapter 19.44 (Signs) of Title 19 (Zoning) of the Sunnyvale Municipal Code is amended to read as follows:

TABLE 19.44.140(a)

Number and Types of Signs Allowed¹

<i>I. NONRESIDENTIAL USE—ONE BUSINESS ON A <u>SITE</u></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 that exceeds <u>300</u> feet. 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.		

II. NONRESIDENTIAL USE—TWO OR MORE BUSINESSES ON A SITE		
(A) Ground Sign	(B) Wall Sign	(C) Secondary Wall Sign
Number. Allow each <u>site</u> to display one ground sign per street frontage. Allow a second ground sign along any street frontage <u>which</u> exceeds <u>300</u> feet. 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 <u>site</u> 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 <u>four</u> 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.	

III. RESIDENTIAL USE
 One ground or wall sign per street frontage.

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

² A second ground sign along El Camino Real, when allowed, may not exceed 15 feet in height.

SECTION 5. TABLE 19.44.140(c) AMENDED. Table 19.44.140(c) of Section 19.44.140 (Sign Regulations) of Chapter 19.44 (Signs) of Title 19 (Zoning) of the Sunnyvale Municipal Code is amended to read as follows:

TABLE 19.44.140(c)

Ground Sign Regulations

I. NONRESIDENTIAL USE IN A NONRESIDENTIAL ZONING DISTRICT		
(A) Sign Area and Setback Distance:		
If Information on the Ground Sign Will Consist Of:	The Maximum Sign Area¹ Is:	Minimum Setback Distance Behind the Public Right-of-Way Is:
	Signs Adjacent to El Camino Real in the Precise Plan for El Camino Real	All other ground signs

One tenant name and/or a center name, or an address only	50 s.f. per sign face (100 s.f. total sign area)	40 s.f. per sign face (80 s.f. total sign area)	1 ft.
	-OR- 60 s.f. per sign face (120 s.f. total sign area)	50 s.f. per sign face (100 s.f. total sign area)	10 ft.
Two or more tenant names, with or without a center name	60 s.f. per sign face (120 s.f. total sign area)	50 s.f. per sign face (100 s.f. total sign area)	1 ft.
	-OR- 70 s.f. per sign face (140 s.f. total sign area)	60 s.f. per sign face (120 s.f. total sign area)	10 ft.
(B) Sign Height:	The maximum ground sign height is 10 ft., except for properties located within the El Camino Real Precise Plan which have a maximum ground sign height of 25 ft. for ground signs placed along El Camino Real. ²		
(C) Copy:	<u>Minimum copy height is 4 inches.</u> ³ Maximum copy height is 20 inches. <u>See 19.44.110(b) for separate copy height requirements for address numbers.</u>		

II. NONRESIDENTIAL USE IN A RESIDENTIAL ZONING DISTRICT (including R-2(O) and R-4(O))	
(A) Sign Area¹:	The minimum area can be one-half the area permitted above.
(B) Sign Height:	The maximum ground sign height is 5 ft.
(C) Setback Distance:	The same as permitted above.
(D) Copy:	Maximum copy height is 20 inches.
III. RESIDENTIAL USE	
(A) Sign Area¹:	
Zoning District	Maximum Sign Area
R-0, R-1, R-1.5 and R-1.7(PD) zones	Maximum 3 sq. ft. per sign face (6 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 area, whichever is less (maximum 64 sq. ft. total sign area)
(B) Sign Height:	The maximum ground sign height is 5 ft. for all residential uses.
(C) Setback Distance:	Residential use ground signs may be placed up to, but shall not extend across any property line.
(D) Copy:	Maximum copy height is 1 ft.

¹ Logo height and length dimensions are counted in the ground sign area. Logo height and length dimensions are not regulated on ground signs but logos are counted in the ground sign area.

² A second ground sign along El Camino Real, when allowed, may not exceed 15 feet in height.

³ The director of community development may authorize copy heights less than 4 inches upon a finding that such height is essential to effecting the fundamental business identification purpose of the sign, and that unless an exception is granted, the applicant will suffer undue harm.

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 hereby declares that it would have passed this ordinance, and each section, subsection, sentence, clause and phrase thereof irrespective of the fact that any one or more sections, subsections, sentences, clauses or phrases be declared invalid.

SECTION 7. CLASS 1 AND CLASS 5 CEQA EXEMPTION. The City Council hereby determines that this action is exempt from California Environmental Quality Act provisions. A Class 1 and a Class 5 Categorical Exemption relieves this project and includes minor alterations in land use limitations which do not result in any change in land use or density.

SECTION 8. EFFECTIVE DATE. This ordinance shall be in full force and effect thirty (30) days from and after the date of its adoption.

SECTION 9. 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 _____, 2008, and adopted as an ordinance of the City of Sunnyvale at a regular meeting of the City Council held on _____, 2009, 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