

ORDINANCE NO. 2041

**AN ORDINANCE OF THE CITY OF SANTA CLARA,
CALIFORNIA, AMENDING SECTION 18.80.210 OF “THE
CODE OF THE CITY OF SANTA CLARA, CALIFORNIA” TO
INCREASE THE PERMISSIBLE HEIGHT OF DIGITAL
BILLBOARDS**

BE IT ORDAINED BY THE CITY OF SANTA CLARA AS FOLLOWS:

WHEREAS, since 1978, the City has had a policy to limit the number of outdoor advertising signs (commonly referred to as “billboards”);

WHEREAS, pursuant to this policy, the City disallows the construction of new billboards within the City limits, except when a new billboard will replace existing billboards, at a ratio of 1 new billboard face installed for 3 existing billboard faces removed;

WHEREAS, the City would like to facilitate such billboard relocations, but the current height limitation in the City Code does not allow for digital billboards to exceed 35 feet in height, which is insufficient for digital billboards; and,

WHEREAS, the City now wishes to amend the City Code to allow digital billboards up to 60 feet in height.

NOW THEREFORE, BE IT FURTHER ORDAINED BY THE CITY OF SANTA CLARA AS FOLLOWS:

SECTION 1: That Section 18.80.050 (“Height Limitation”) of Chapter 18.80 (entitled “Sign Regulations”) of Title 18 (entitled “Zoning”) of “The Code of the City of Santa Clara, California” (“SCCC”) is amended to read as follows:

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“Title 18

Zoning

18.80.050 Height limitation.

(a) Digital billboards. No portion of any free standing digital billboard installed pursuant to Sections 18.80.220 (“Outdoor advertising signs (billboards)”) and 18.80.221 (“Outdoor advertising display relocation agreements”) shall exceed a height of sixty (60) feet above the perpendicular centerline height of the adjacent primary viewing street, road, or highway.

(b) Building signs. On buildings that are four stories or greater in height and that are located in other than residential zoning districts, not more than one sign may be placed on each side of the building above the ground floor level, and it shall be designed to not extend beyond the edge or the top of that building wall.

(c) All other signs. Signs not described in subsections (a) and (b) shall not exceed thirty-five (35) feet above the ground level.”

SECTION 2: Ordinances Repealed. With exception of the provisions protected by the savings clause, all ordinances (or parts of ordinances) in conflict with or inconsistent with this ordinance are hereby repealed.

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SECTION 3: Effective date. This ordinance shall take effect thirty (30) days after its final adoption; however, prior to its final adoption it shall be published in accordance with the requirements of Section 808 and 812 of "The Charter of the City of Santa Clara, California."

PASSED FOR THE PURPOSE OF PUBLICATION this 22nd day of February, 2022, by the following vote:

AYES: COUNCILORS: Becker, Chahal, Park, and Watanabe,
and Mayor Gillmor

NOES: COUNCILORS: None

ABSENT: COUNCILORS: Hardy and Jain

ABSTAINED: COUNCILORS: None

ATTEST:



NORA PIMENTEL, MMC
ASSISTANT CITY CLERK
CITY OF SANTA CLARA

Attachments incorporated by reference: None