



# **Planning Commission**

**April 8, 20126**

**Item #4 (RTC26-173)**

**Ordinance Authorizing the  
Installation of Supergraphic Signs in  
the Vicinity of Levi's Stadium During  
a Limited Time Period Surrounding  
FIFA World Cup 2026 Special Events**



# Purpose

- During the Super Bowl LX event, there was interest in the temporary installation of Supergraphics.
- The Sign Ordinance does not allow for such a signs.
- Planning for the upcoming FIFA Special Events, the City is proposing to allow temporary Supergraphic signs.
- To allow such signs, an amendment to the Sign Ordinance (Title 18, Chapter 18.42) is required.



## Definition

“Supergraphic Sign” means a sign, other than a banner sign, which consists of flexible material attached flush to a building façade.





# Applicability

- During FIFA World Cup 2026 special events at the Stadium
- Located within the Special Event Zone boundary
- Sunsets on July 31, after which the sign code reverts to its prior form





# Supergraphic Sign Regulations

The Supergraphic Ordinance will allow Supergraphic Signs on buildings within the Special Event Zone subject to regulations including, but not limited to:

- The Building shall have no residential uses;
- The Building height must be three (3) or more stories above grade;
- Each Supergraphic sign may wrap around a building (around multiple facades);
- A Supergraphic Sign may consist of non-contiguous segments;
- No Supergraphic Sign may extend above a building parapet;
- No Supergraphic Sign shall be displayed at a height less than forty (40) feet above grade; and
- No Supergraphic Sign shall be externally illuminated.

Allowance of a Supergraphic sign will require the approval of a Sign Permit issued by the City pursuant to Santa Clara City Code Section 18.42.060 - Application and Review of Sign Permits



# Recommendation

1. Determine the project to be exempt from the California Environmental Quality Act (CEQA) formal pursuant to CEQA Guidelines Section 15301 (Class 1 - Existing Facilities); and
2. Recommend that the City Council approve an Ordinance in substantially the form presented Authorizing the Installation of Supergraphic Signs on Building Surfaces in the Vicinity of Levi's Stadium During a Limited Time Period Surrounding FIFA World Cup 2026 Special Events.



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