



# City of Santa Clara

**Planning Commission**  
**November 06, 2024**

3131 Homestead Road  
RTC 24-968

Public Hearing Item # 4  
PLN24-00343



# 3131 Homestead Road

## Request

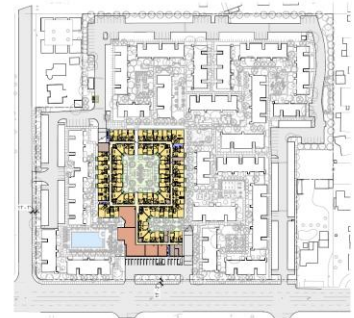
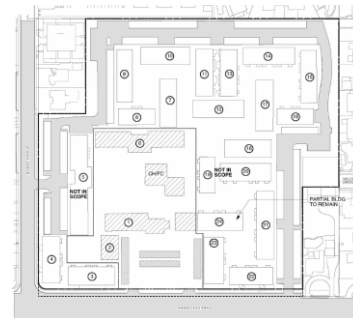
- **Determine that the project is exempt** from the California Environmental Quality Act (CEQA) per **CEQA Guidelines Section 15311 (Class 11 – “Accessory Structures”)**
- **Variance** from the Sign Ordinance to allow for a 48 square foot internally illuminated freestanding monument sign, a 16 square foot halo-illuminated wall sign, and a seven and a half square foot halo-illuminated real estate sign



# 3131 Homestead Road

## Background

- Project site was originally developed in 1970 with 264 dwelling units in 24 two-story apartment buildings
- Redevelopment approved in 2020 for a partial demolition for the construction of a new four-story building with 225 apartment units. (PLN2019-13869)
- Site now has 447 dwelling units with 778 subgrade & surface parking spaces.

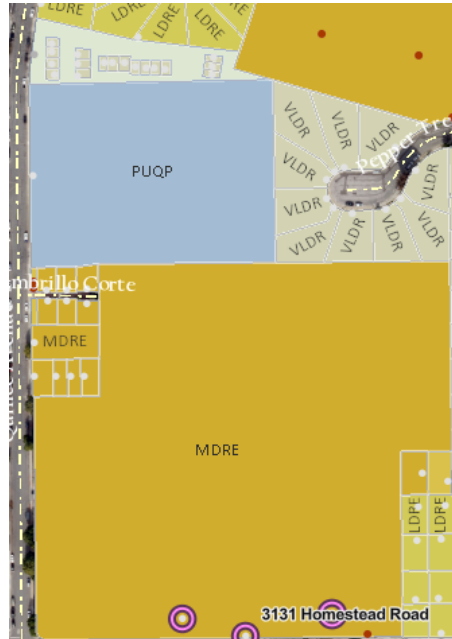




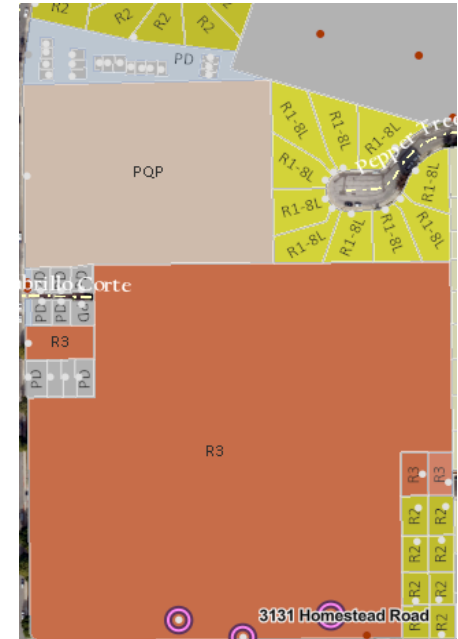
# 3131 Homestead Road

## Project Site

- 12.42 acres site
- General Plan: Medium Density Residential
- Zoning: Medium Density Residential



General Plan Map



Zoning Map

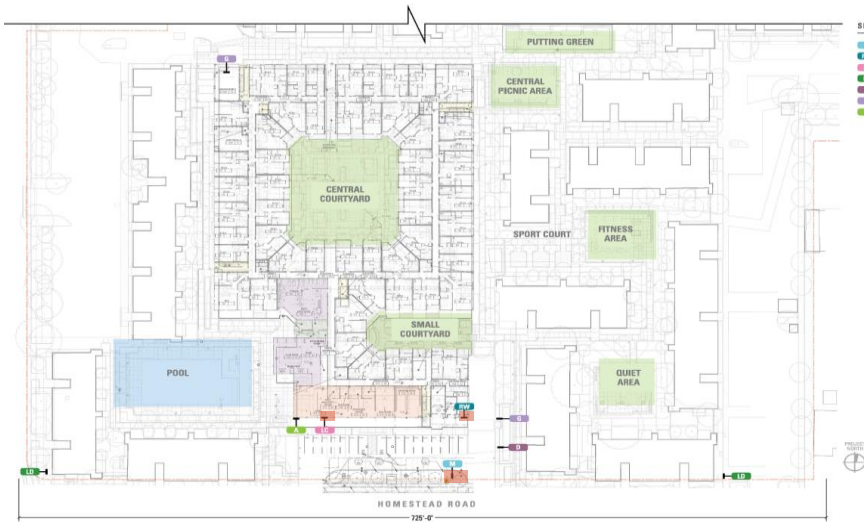




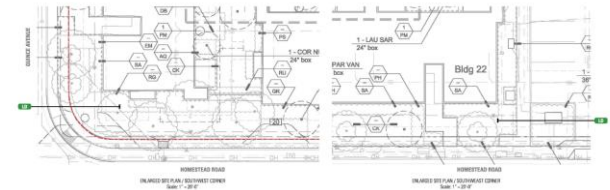
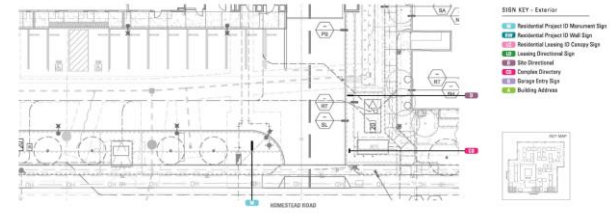


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## Site Plan



- SIGN KEY - Exterior**
- Residential Project ID Monument Sign
  - Residential Project ID Wall Sign
  - Residential Leasing ID Canopy Sign
  - Leasing Directional Sign
  - Site Directional
  - Garage Entry Sign
  - Building Address





# 3131 Homestead Road

## Proposed Renderings



01

02



**01** RESIDENTIAL PROJECT I.D. MONUMENT SIGN

**SIGN DIMENSIONS**

Maximum sign dimensions  
4'-0" wide x 4'-0" tall

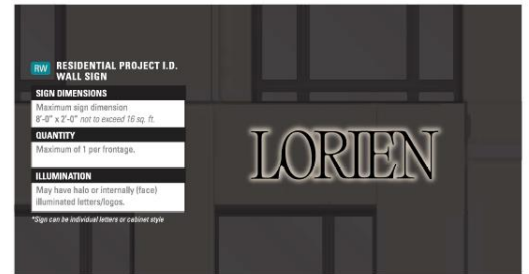
**QUANTITY**

Maximum of 1 per residential project allowed

**ILLUMINATION**

Internally or externally illuminated.

SEE MEU / NOTED  
Scale: 3/8" = 1'-0"



**RW** RESIDENTIAL PROJECT I.D. WALL SIGN

**SIGN DIMENSIONS**

Maximum sign dimension  
8'-0" x 2'-0" not to exceed 16 sq. ft.

**QUANTITY**

Maximum of 1 per frontage.

**ILLUMINATION**

May have halo or internally (face)  
illuminated letters/logos.

\*Sign can be individual letters or cabinet style

CONTEXT ELEVATION / Night  
Scale: 3/8" = 1'-0"



photo example

**LC** RESIDENTIAL ENTRY LEASING I.D. CANOPY SIGN

**SIGN DIMENSIONS**

Maximum sign dimension  
8'-0" x 11'-0" not to exceed 7.5 sq. ft.

**QUANTITY**

Maximum of 1 per frontage.

**ILLUMINATION**

May have halo or internally (face)  
illuminated letters/logos.



# 3131 Homestead Road

## General Plan & Zoning Consistency

- Project is compatible with existing / future land uses in the area
- Site is next to major arterial that is between San Tomas & Lawrence Expressways
- Project meets General Plan Policies
- Project meets Zoning Code with exemption of the three signs in question
- Project would modernize the signage in the property and declutter the landscaped area fronting Homestead Road by eliminating one of the existing freestanding monument signs





# 3131 Homestead Road

## California Environmental Quality Act (CEQA)

- The proposed project is categorically exempt from the California Environmental Quality Act (“CEQA”) per CEQA Guidelines section 15311 (Class 11 - “Accessory Structures”), which applies to construction, or replacement of minor structures accessory to existing commercial, industrial, or institutional facilities. Here, the proposal involves upgrading the exterior signage on the site.



# 3131 Homestead Road

## Recommendation

1. Determine the project is exempt from the California Environmental Quality Act (“CEQA”) per CEQA Guidelines section 15311 (Class 11 - “Accessory Structures”); and
2. Adopt a resolution approving a Variance from the Sign Ordinance to allow for a 48 square foot internally illuminated freestanding monument sign, a 16 square foot halo-illuminated wall sign, and a seven and a half square foot halo-illuminated real estate sign, subject to findings and conditions of approval for the property located at 3131 Homestead Road.



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