



Planning Commission

April 16, 2025

**Item #2:
1700 Duane Ave**

Meha Patel, Assistant Planner



Request

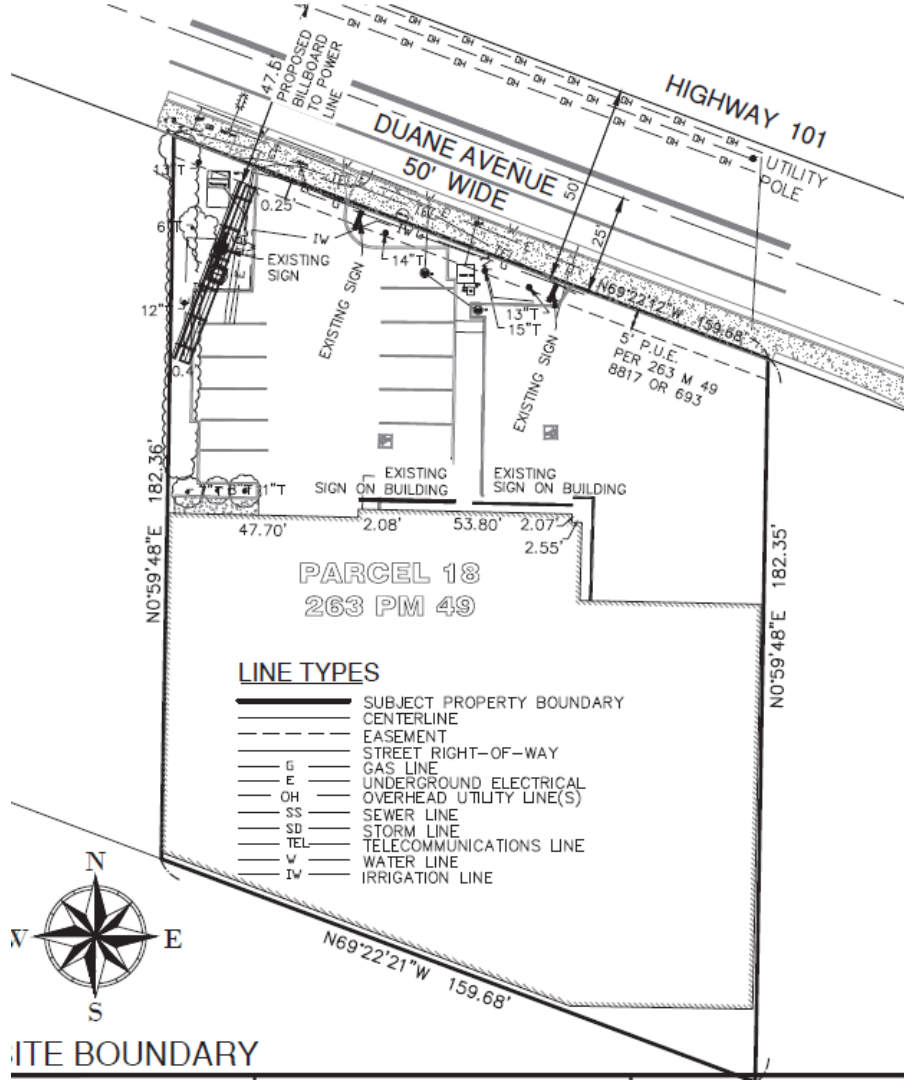
- **Conditional Use Permit** for a new electronic digital display message sign per Santa Clara City Code Section 18.42.140.C (Electronic Digital Display Message Signs).
- **Minor Modification** to reduce the 1,500 linear foot separation distance from another electronic digital display message sign by up to 25% per SCCC Chapter 18.124 (Variance and Minor Modifications).
- **Recommendation to the City Council** to Approve the Adoption of the Billboard Relocation Agreement, per SCCC Section 18.42.090.C (Outdoor Advertising Display Relocation Requirements).

Existing Site

- **Acreage:** 0.66 acres
- **Surrounding Uses:**
 - **N:** US 101 Highway
 - **S:** LO-RD – Low-Intensity Office/R&D, Business Office Building
 - **E:** LO-RD – Low-Intensity Office/R&D, Data Center
 - **W:** LO-RD – Low-Intensity Office/R&D, Landscape & Tree Services
- **General Plan Designation:** Low-Intensity Office/Research & Development
- **Zoning:** LO-RD – Low-Intensity Office/R&D

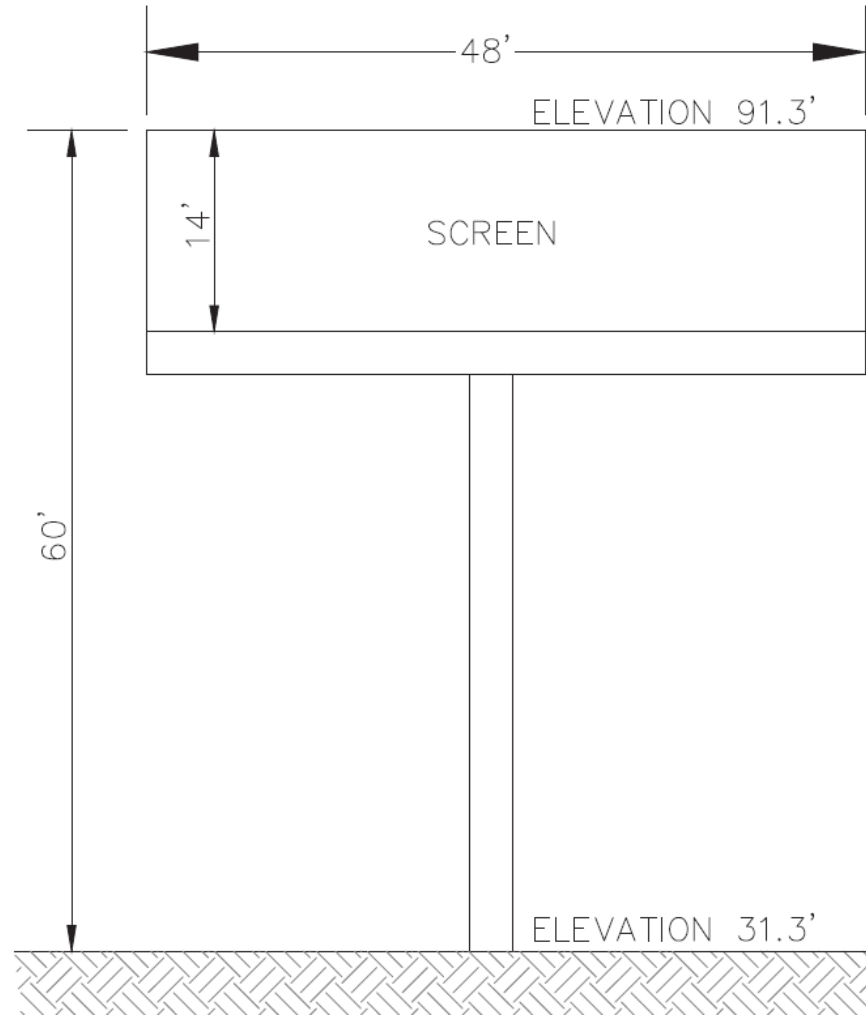


Site Plan



Details

- Single-sided west facing display visible to vehicles travelling southbound on US Highway 101.
- Cycle through static images every eight seconds
- Brightness levels are consistent with City Code.
- Uses: Off-site advertisement, and could include community events, public awareness campaigns, and emergency messages (as needed)

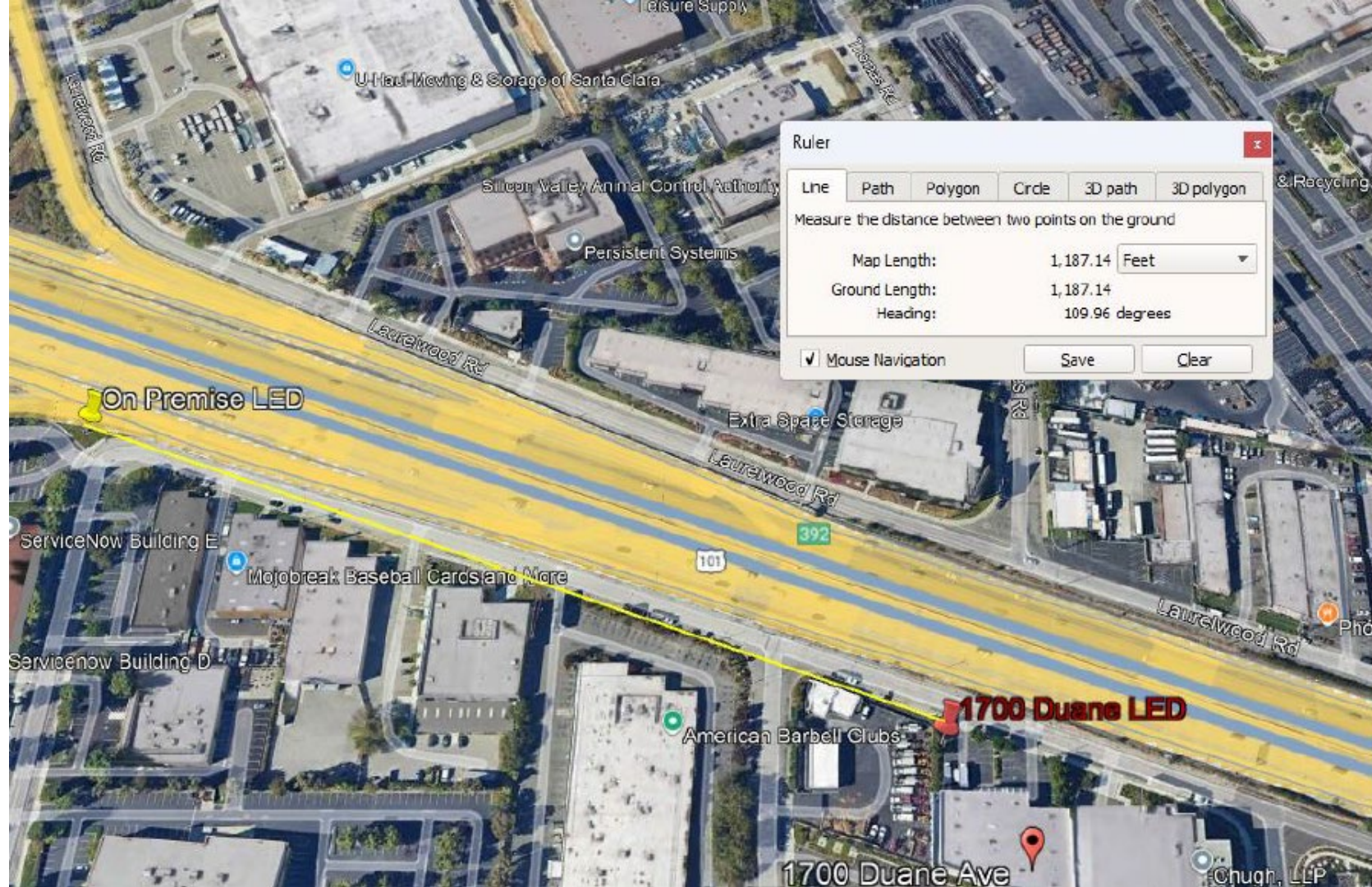


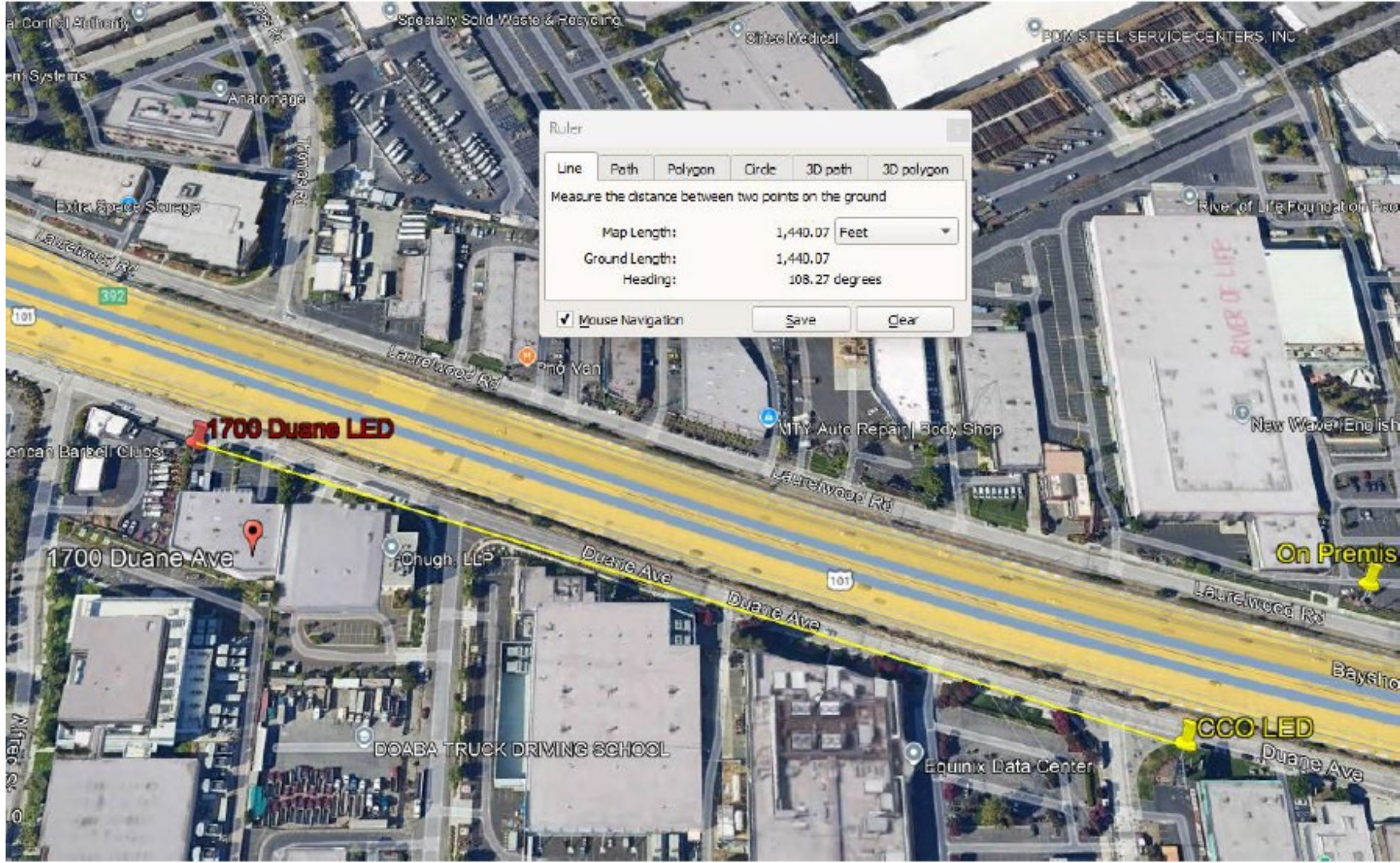




Consistency with Zoning Code

- Conditional Use Permit is required per SCCC Section 18.42.140.C (Electronic Digital Display Message Signs).
- The proposed electronic digital display message sign meets the Development Standards in Section 18.42.140.F. Note:
 - **Height:** As authorized by the Code, the height is set by the Conditional Use Permit to 60 feet for the proposed billboard, which is an appropriate height for a sign adjoining a freeway.
 - **Separation:** The applicant requests a **Minor Modification** to reduce the 1,500 foot separation distance from another electronic digital display message sign to 1,125 feet.
- The proposed sign complies with all the applicable in Subsection 18.42.140.G (Operational Standards) and all applicable Federal and State laws







Billboard Relocation Agreement

- City's general policy is to reduce the overall number of billboards by encouraging the removal of existing billboards and generally prohibiting the construction of new billboards.
- A billboard relocation agreement is the instrument that allows the siting of a new billboard in exchange for the removal of existing billboards in the City. The replacement is a 3:1 Ratio (3 removed, 1 new).
- With the removal of three billboard faces, the installation of the proposed billboard does not increase the total number of billboards from 17, in accordance with SCCC Section 18.42.090.B.5.

Billboard Relocation Agreement

- One billboard face on the west side is proposed to be removed at 2983 El Camino Real, Santa Clara, CA



Billboard Relocation Agreement

- Two billboard faces proposed to be removed at 3362 El Camino Real, Santa Clara





Public Comments

- On Monday April 14, 2025, Planning Division received comments from San Jose Airport Planning and Development department to inform the applicant that they are required to:
 - File a FAA Form 7460-1 (Notice of Proposed Construction or Alteration)
 - Coordinate any construction crane activity with Airport Planning and Development
 - Receive a FAA “Determinations of No Hazard” issuance prior to building permit issuance for vertical construction
- These comments have been forwarded to the applicant and will be added as Conditions of Approval for the project.



CEQA Evaluation

- The project is found to be Categorically Exempt from the California Environmental Quality Act pursuant to CEQA Guidelines Section 15303 (Class 3 -- New Construction or Conversion of Small Structures), in that the proposed use consists of construction of new, small structures or where only minor modifications are made in the exterior of a structure.



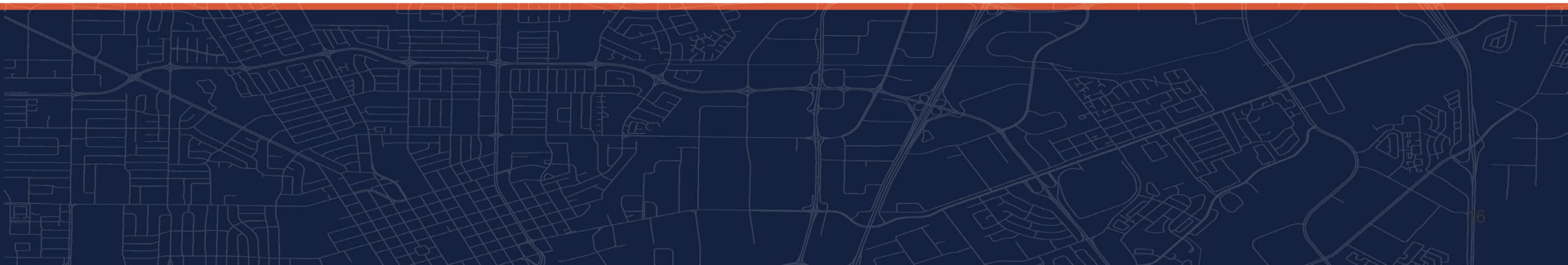
Recommendation

- 1) **Determine** the project to be categorically exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15303 (Class 3 - “New Construction or Conversion of Small Structures”).
- 2) **Adopt a resolution approving a Conditional Use Permit** to allow for construction of a single-sided digital LED billboard as part of a Billboard Relocation Agreement, located at 1700 Duane Avenue, subject to findings and conditions of approval.
- 3) **Adopt a resolution approving a minor modification** to reduce the required 1,500 linear feet distance from another electronic digital display message sign, located at 1700 Duane Avenue, subject to findings and conditions of approval.
- 4) **Recommend to the City Council approval** of the Billboard Relocation Agreement.



City of Santa Clara

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Minor Modifications

- City's Sign standards, per Section 18.42.140.F.3 (Separation), require a 1,500 linear foot separation distance from another electronic digital display message sign.
- A Minor Modification can be used to reduce the required 1,500 linear feet separation by up to 25%, which would result in a minimum separation of 1,125 linear feet.
- The Minor Modification request is referred to the Planning Commission for consideration per Section 18.124.040.C.2.
- Granting the Minor Modification will result in development consistent with the adjoining properties and City Council policy as the Billboard Relocation Agreement proposes to remove billboard faces from El Camino Real and locate a new billboard along US Highway 101.