

RESOLUTION NO. _____

**A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF SANTA CLARA, CALIFORNIA APPROVING THE
MINOR MODIFICATION TO REDUCE THE REQUIRED 1,500
LINEAR FEET DISTANCE FROM ANOTHER ELECTRONIC
DISPLAY MESSAGE SIGN LOCATED AT 1700 DUANE
AVENUE, SANTA CLARA, CALIFORNIA**

PLN24-00424 (Minor Modification)

WHEREAS, on August 19, 2024, Chris Martin with Outfront Media (“Applicant”) submitted an application, on behalf of Bloom Investment Company LP (“Property Owner”), for a Minor Modification to reduce the required 1,500 linear feet distance from another electronic digital display message sign (“Project”) on the property located at 1700 Duane Avenue (“Project Site”);

WHEREAS, the Project Site is currently zoned LO-RD – Low-Intensity Office/Research & Development and has the General Plan land use designation of Low Intensity-Office/Research & Development;

WHEREAS, the Project is Categorically Exempt from formal environmental review per Section 15303 (New Construction or Conversion of Small Structures) of the California Environmental Quality Act (“CEQA”);

WHEREAS, on April 3, 2025, the notice of public hearing for the April 16, 2025, Planning Commission meeting for this item was mailed to property owners within a 300-foot radius of the project boundaries;

WHEREAS, on April 3, 2025, a notice of the April 16, 2025 public hearing was posted in three public places in the City (specifically, at City Hall, the Central Park Library, and the Northside branch library);

WHEREAS, on April 16, 2025, the Planning Commission conducted a duly noticed public hearing to consider the Project, at which time the Planning Commission voted to continue the item to the June 11, 2025, Planning Commission Hearing;

WHEREAS, on June 11, 2025, the Planning Commission reconvened the public hearing and continued the project to the August 13, 2025 Planning Commission Hearing per Staff recommendation; and

WHEREAS, on August 13, 2025, the Planning Commission resumed and concluded the public hearing, during which the Planning Commission invited and considered any and all verbal and written testimony and evidence offered in favor of and in opposition to the Project.

NOW THEREFORE, BE IT RESOLVED BY THE PLANNING COMMISSION OF THE CITY OF SANTA CLARA AS FOLLOWS:

1. That the Planning Commission hereby finds that the above Recitals are true and correct and by this reference makes them a part hereof.

2. That the Planning Commission hereby approves the Minor Modification to reduce the required distance from another electronic digital display message sign, located at 1700 Duane Avenue, from 1,500 linear feet to 1,187 linear feet, subject to the Conditions of Approval, attached hereto and incorporated herein by this reference.

3. That the Planning Commission hereby finds as follows:

A. The site characteristics and/or existing improvements make strict adherence to the Zoning Code requirements impractical or infeasible.

a. Strict adherence to the 1,500-foot separation distance from other electronic digital display message signs would restrict the implementation of City's policy to remove existing Billboards through the Billboard Relocation Agreement.

B. Granting the Minor Modification will result in development compatible and consistent with the adjoining properties and the immediate neighborhood;

a. The Billboard Relocation Agreement proposes to remove billboard faces from El Camino Real and locate a new billboard along US Highway 101, consistent with the adjoining properties and City Council policy.

C. Granting the Minor Modification will be in conformance with the intent and purposes of the zone for the property; and

a. Electronic Digital Display Message Sign are permitted with a Conditional Use Permit in the LO-RD zone and is appropriate for a transition area between light industrial and high-intensity office and R&D uses and along US Highway 101.

D. There are no significant adverse impacts from the proposed Minor Modification or any adverse impacts have been mitigated.

a. No significant adverse impacts are anticipated from the proposed Minor Modification.

3. Effective date. This approval of this Minor Modification is contingent upon the concurrent approval of the Conditional use Permit by the Planning Commission (or, if appealed, by the City Council), and the subsequent approval of a billboard relocation agreement by the City Council. This resolution shall become effective only upon the execution of such the billboard relocation agreement by the Applicant and the City. If the Conditional Use Permit is not approved by the Planning Commission (or by the Council if appealed), or if the Relocation Agreement is not approved by the Council, or the Relocation Agreement is not executed by all parties, on or before February 13, 2026, then this resolution shall be of no further force and effect.

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I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE PLANNING COMMISSION OF THE CITY OF SANTA CLARA, CALIFORNIA, AT A REGULAR MEETING THEREOF HELD ON THE 13th DAY OF AUGUST, 2025, BY THE FOLLOWING VOTE:

AYES: COMMISSIONERS:

NOES: COMMISSIONERS:

ABSENT: COMMISSIONERS:

ABSTAINED: COMMISSIONERS:

ATTEST: _____
AFSHAN HAMID
DIRECTOR OF COMMUNITY DEVELOPMENT
CITY OF SANTA CLARA

Attachments Incorporated by Reference:

1. Conditions of Approval
2. Development Plans