



## Agenda Report

20-1023

Agenda Date: 11/18/2020

### REPORT TO PLANNING COMMISSION

#### SUBJECT

Action on the Comprehensive Sign Program for Parcels 4 and 5 for the Related Santa Clara Project

#### BACKGROUND

The Related Santa Clara project (Project) is planned as a dynamic, mixed use, pedestrian friendly district located on an approximately 240-acre site north of Tasman Drive. The Project developer is now requesting approval of a Comprehensive Sign Program (CSP) for the Project (Attachment #3).

On June 28, 2016, in addition to certifying the Project Environmental Impact Report (EIR) prepared for the Project, the City Council adopted the following entitlements:

- General Plan Text and Map Amendments, approved to reflect a new Urban Center/Entertainment designation and to amend the City's Climate Action Plan to address the new designation and establish respective minimum vehicle miles traveled (VMT) reduction requirements.
- Rezoning of the 240-acre Project site from Public/Quasi-Public (B) and Commercial Park (CP) to Planned Development - Master Community (PD-MC), and approval of an accompanying Master Community Plan (MCP) and conditions of approval as the implementing zoning documents for the Project.
- A Disposition and Development Agreement (DDA) between the City and Related Santa Clara, LLC, as the Master Developer. The DDA contains lease conveyance terms, including ground lease conveyances that may begin following approval of the first Development Area Plan (DAP) and each DAP thereafter. The schedule of performance for commencement and timing of construction are captured in the DDA.
- A Development Agreement between the City and Related Santa Clara, LLC, establishing the terms and obligations of development as well as the order and timing of these obligations.

In accordance with the procedures set forth in Appendix C of the MCP, Development Area Plans (DAP) were submitted and approved by the City Council for the first two phases of the Project. To date, the City Council approved Addendums to the previously-certified Project EIR and approved the DAP for Phase I addressing development in Parcel 5 on March 24, 2020 and the DAP for Phase II addressing development in Parcel 4 on July 13, 2020.

#### *Master Community Plan (MCP):*

As noted above, the City Council adopted the MCP on June 28, 2016 (Attachment #2). The MCP was

updated on April 5, 2017 as required by the conditions of approval to reflect the City's other final approvals. The MCP is intended to ensure a) that development within the planning area will be consistent with the General Plan; and b) that development of the planning area's private and public realms will be in accord with the MCP's vision and design intent. The MCP provides a comprehensive program to govern the use of land and provides for orderly development of the Project site. As such, it incorporates a conceptual development framework, and other development regulations in the form of standards and guidelines; it also identifies and coordinates necessary infrastructure improvements, addresses public and private financing for infrastructure improvements and describes development phasing.

Section 7 of the MCP calls out the vision and sign typologies for project, tenant, and advertising/sponsorship signage within Related Santa Clara; however, the MCP requires that specific design, placement, and numerical standards for signage be developed through subsequent Comprehensive Sign Programs (CSP), calling out one CSP for Parcels 4 and 5 (portions of the project site west of Lafayette), which constitute the City Center, and subsequent CSPs for Parcels 1 and 2 (portions of the project site east of Lafayette).

## **DISCUSSION**

In accordance with the requirements of the MCP, the applicant has submitted the proposed CSP for Parcels 4 and 5 of the Project site. The MCP states that the CSP is to be approved in conjunction with the issuance of the first DAP; however, while the applicant was working closely with staff on the development of CSP concurrently with the City's review of DAP 1 and DAP 2, the document was not ready for review or approval when the City Council took action on DAP 1 and DAP 2. Conditions of Approval were included in both DAP 1 and DAP 2 to require the applicant to apply for and receive subsequent approval of the corresponding CSP prior to the issuance of the first building permit for development within DAP 1 or DAP 2 for any above grade buildings but excluding the below grade Tasman garage.

The MCP states that conformance to the MCP should guide the City's approval of the CSP, and provides that the City's sign ordinance found in Chapter 18.80 of the Santa Clara City Code is not applicable to the Project. Chapter 7 of the MCP outlines the Project signage requirements and allowances (MCP, page 181). While the CSP sets the standards for City approval, the approval of individual signs will follow the permitting process outlined in the CSP and included in the Discussion section below. Section 7.1 of the MCP defines seven Signage Design Principles, which the CSP is intended to implement:

1. Coordinated Project Signage.
2. Complementary Tenant Signage.
3. Wayfinding System.
4. High-Quality Signage.
5. Legible Signage.
6. Durable Signage.
7. Civic Art Potential.

More specifically, signage within the Project is intended to further the City's objective to create a vibrant mixed-use, urban core, creating a pedestrian friendly "live, work, and play" environment. Parcels 4 and 5 include the "City Center" component of the Related Santa Clara site, which is the most pedestrian oriented area of the Project. As such, diverse and dynamic signage is proposed to

be permitted throughout the Project within the parameters defined in the CSP.

### Types of Signs

The CSP covers primarily three types of signage:

- 1) Project signage, which announces the entire Related Santa Clara project site;
- 2) Tenant signage, which is signage to call out the occupants of buildings; and
- 3) Sponsorship and Advertising Signs, which are limited areas and circumstances where off-site advertising is permitted.

In keeping with the dynamic, vibrant environment planned, all signs, except Major Gateway, supergraphics, & temporary signs, are allowed to be digital but need to meet the lighting criteria in the CSP (Section 7.11 of CSP, page 38). Digital signs are prohibited in MCP Lighting Character Zone A and Zone B (Exhibit 7-3 of the MCP, page 200). All signs are to be constructed with high quality, durable materials that are weather- and vandal-resistant.

### *Project Signage*

Project signs include highly visible gateway markers, traffic control, and vehicular and pedestrian wayfinding. Gateway signs, in addition to advertising the Project and/or its districts, will enhance project identity and establish a welcoming point of arrival. Exhibits labelled "Project Identity Typology" on page 185 of the MCP and further by Exhibit 03A on page 15 of the CSP show the locations of different Gateway signage, and Section 7 beginning on page 26 of the CSP defines sign dimension criteria.

Gateways are classified as Major Gateways and Minor Gateways. The Major Gateway signs identify the Project at vehicular points of entry and provide information (or place identification). They are scaled to their surroundings and in accordance with their function as primarily vehicular-oriented project identifiers. The Major Gateway elements may include landscape, hardscape and light displays and establish the overall character of the signage program. Major Gateways may also include "ceremonial gateways," which combine sculpture, lighting and/or signage in concert with adjacent architecture and landscape to create a sense of arrival. Minor Gateways identify important Project features and districts within the Project, and would be smaller in scale than Major Gateway signage. Off-site advertising is not permitted on Gateway Signage.

Traffic control and pedestrian and vehicular directional signs serve the main purpose of orientating and directing pedestrians and vehicles throughout the project site. Wayfinding signs/information kiosks are to be located in high pedestrian traffic or gathering locations and may include maps to locate points of interests and essential services. The wayfinding signs/information kiosks can also include advertising, public service announcements, retail engagement (information to engage customers in specific retail activities), parking, and/or sustainability information. They can also serve as community boards to highlight upcoming events.

### *Tenant Signage*

In keeping with the vibrant districts created throughout the Related Santa Clara site, tenant signage is available in a variety of formats including: freestanding/monument signage; building mounted signage; store-front signage; projecting signage; and rooftop signage. The size and placement criteria of tenant signs are found in Section 7 of the CSP (CSP, page 26).

In addition to these more common sign types, Section 7 of the CSP also permits

supergraphic/building integrated signage. Supergraphics are identified as a potential signage type on page 192 of the MCP. Supergraphics are a modern signage application, where a sign is adhered through vinyl or a mesh application or projected onto a building wall. As further explained on page 36 of the CSP, permissible supergraphics are temporary in nature with specific regulations dependent on whether the subject supergraphic is applied for a shorter-term in connection with events, and being limited in duration to no more than 35 calendar days, or for a longer term, being limited in duration for no more than 120 calendar days.

### *Sponsorship and Advertising Signage*

Off-site advertising and billboards are by and large prohibited in the Related Santa Clara project, with limited exceptions. Section 7.1 of the MCP states on page 182:

“By adopting this MCP, the City Council finds that creating a specific, limited exception to the limitations on outdoor advertising (billboards) for outdoor advertising in City Center that faces inward into City Center or faces toward Levi’s Stadium on Tasman Drive pursuant to a Comprehensive Signage Program approved by the City Council will facilitate the City’s objective to establish a vibrant mixed-use, urban core, creating a pedestrian friendly “live, work, and play” environment that will function as a well-defined center for the Santa Clara community.”

As proposed, off-site advertising signs that are within the City Center Core Sub-District (illustrated in Exhibit 01B of the CSP) and face inward toward City Center are permissible provided that they must adhere to all other applicable standards for signage in Chapters 2, 5, & 7 of the CSP and may not exceed 40 feet in height. If these permitted off-site advertising signs are within 100 linear feet of a residential building or include animation, they are further restricted and may not exceed 12 feet in height. Off-site advertising signs that are located outside of the City Center Core Sub-District are only permitted if they face toward City Center, meet all applicable CSP criteria, do not display animation, and are limited to 12 feet in height.

Consistent with Section 7.1 of the MCP, up to four Billboards or Large Format Wall Signs are permitted to include off-site advertising along Tasman Drive. Section 5.3.3 of the CSP includes height, size, and display restrictions for these four off-site signs. For instance, they may display animation, but only on event days at Levi’s Stadium when there is no through traffic on Tasman Drive between Lafayette Street and Great America Parkway.

### Permitting Process

Section 1.4 of the draft CSP provides the permitting processes for the City’s future review and approval of signs within Parcels 4 and 5 of the Project (CSP, page 7). A separate sign permit shall be required for each sign, except for temporary signs governed by Chapter 8 of the CSP, which include signs for construction, real estate sales and leasing, pre-opening, and fewer than 10 event signs associated with a Special Event. Sign permit applications shall be approved at an administrative staff level and shall be reviewed for conformance to the CSP, as adopted.

An applicant may also submit a Building Signage Plan application for individual buildings or groups of buildings in accordance with Section 1.4.3 of the CSP (CSP, page 7). The purpose of the Building Signage Plan process is to allow for City review and approval of an entire package of signs associated with a particular building or group of buildings. A Building Signage Plan application may

be included with a DAP application that includes Architectural Materials as provided in Exhibit 2 to MCP Appendix C, in which case, it will be reviewed and approved as part of the DAP following the procedures outlined in MCP Appendix C; or (ii) submitted to the City as a separate package of materials concurrently with, or after, the applicant submits the Architectural Review Application for the applicable building.

Temporary Event Signs are required to be submitted and approved by the Director of Community Development for Special Events that includes ten (10) or more signs.

### **ENVIRONMENTAL REVIEW**

The EIR certified for the Project on July 28, 2016 (PLN2014 10554/ CEQ 2014 01180/ SCH 2014072078) analyzed the impacts associated with the implementation of the Master Community Plan, including signage, and thus the EIR addresses any impacts associated with the Comprehensive Signage Program (Attachment #1). Light and glare from signage was considered a significant impact under the category of Aesthetics in the EIR (Impact AES-2) because the Project would add exterior lighting to the project site, where there currently is little or no lighting. With mitigation measure AES-2.1 (installation of low-profile, low-intensity lighting directed downward to minimize light and glare), the impact was reduced to less than significant. The CSP implements the MCP and was sufficiently analyzed through the EIR.

### **FISCAL IMPACT**

There is no fiscal impact to the City for processing the requested application other than administrative staff time and expense.

As was previously considered by the Council in the decisions to offer development of the project site and subsequent approval of the initial land use entitlements, it was noted there will be social and economic benefits that will accrue to the City and region in terms of new retail and entertainment opportunities not readily found in the South Bay area, as well as creation of jobs, property tax and sales tax revenues, and land lease revenues. Development of the Project will provide substantial land lease revenues to the City. Development fees and other exactions paid for and provided by the Project will also benefit the City.

### **COORDINATION**

The report was coordinated with the City Attorney's Office and City Manager's Office.

### **PUBLIC CONTACT**

A notice of this hearing was mailed to properties within 1,000 feet and posted in three conspicuous locations within 300 feet of the project. Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) or at the public information desk at any City of Santa Clara public library.

### **ALTERNATIVES**

1. Adopt a resolution recommending that the City Council approve the Comprehensive Signage

Program for Parcels 4 & 5.

2. Recommend the City Council deny the Comprehensive Signage Program for Parcels 4 & 5.

**RECOMMENDATION**

Alternative 1:

Adopt a resolution recommending that the City Council approve the Comprehensive Signage Program for Parcels 4 & 5.

Reviewed by: Andrew Crabtree, Director of Community Development

Approved by: Deanna J. Santana, City Manager

**ATTACHMENTS**

1. Web Link Slip Sheet - 5155 Stars and Stripes Drive City Place FEIR and MMRP
2. Web Link Slip Sheet - Master Community Plan (MCP) Volume I
3. Draft Comprehensive Signage Program (CSP) for Parcels 4 & 5 of Related Santa Clara Project
4. Resolution to approve Comprehensive Signage Program

**5155 Stars and Stripes Drive – Web Link Slip Sheet to  
City Place Final Environmental Impact Report  
and  
Mitigation Monitoring or Reporting Program**

<https://www.santaclaraca.gov/Home/Components/BusinessDirectory/BusinessDirectory/135/3650?npage=2>

**Related Santa Clara Project – Web Link Slip Sheet to  
Master Community Plan (MCP) Volume I**

<https://www.santaclaraca.gov/home/showdocument?id=58715>





# CityPlace Santa Clara

## **COMPREHENSIVE SIGN PROGRAM**

October 30, 2020



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# 1 OVERVIEW

## 1.1 INTRODUCTION

The CityPlace Santa Clara Master Community Plan, dated April 5, 2017 (as amended from time to time) (the “MCP”), serves as the comprehensive program that governs land use and development within the Planned Development – Master Community (PD-MC) zoning designation for the CityPlace project site (“CityPlace”). The MCP is intended to provide for the orderly development of the Project, and incorporates development regulations in the form of standards and guidelines to ensure Project development that is consistent with the General Plan. The MCP includes design guidelines that are intended to ensure high-quality development and architectural design, as well as specific guidelines for signage and lighting. Section 7.1 of the MCP requires City Council approval of a Comprehensive Sign Program for the City Center (Parcels 4 and 5) in connection with the Development Area Plans for those Parcels, and requires separate comprehensive Sign Programs to be submitted for City Council approval in conjunction with the approval of the Development Area Plans for each of Parcels 1 and 2. This Comprehensive Sign Program (the “CSP”) fulfills the requirement for a Comprehensive Sign Program for Parcels 4 and 5. In the event of a conflict between this CSP and the other Development Requirements, the standards under this CSP will control with respect to signs. Capitalized terms not defined in this CSP have the meaning specified in the MCP.

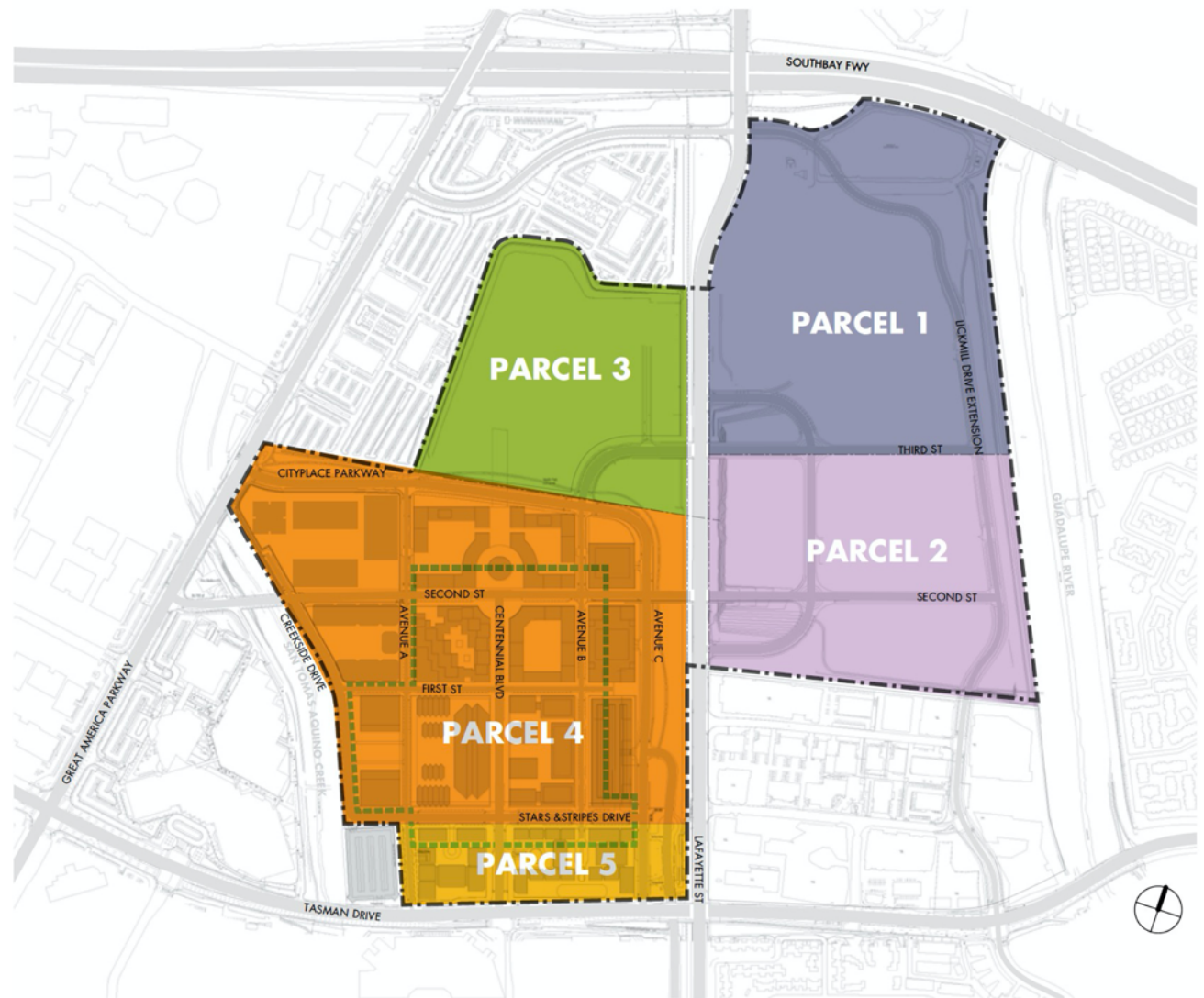


Exhibit 01A Parcels 1–5 (CityPlace)

## 1.2 PURPOSE

The purpose of the Comprehensive Sign Program is to establish the standards for the design and placement of exterior signs located within Parcels 4 and 5 of CityPlace, to ensure that the signage is appropriate for the surrounding context, is visually attractive and meets the seven Signage Design Principles set forth in Section 7.1 of the MCP, as follows:



**Principle No. 1: Coordinated Project Signage:** Use coordinated signage to promote the CityPlace identity. Signage based on a consistent unified design motif will add to a cohesive consistent look at CityPlace.



**Principle No. 2 - Complementary Tenant Signage:** Integrate tenant signage with the site design, building architecture and design theme of the district. Ensure signage is compatible in scale and character with the building and storefront.



**Principle No. 3 - Wayfinding System:** Wayfinding serves to orient visitors and offers a sense of familiarity to returning customers. Wayfinding will create a superior level of comfort for visitor orientation.



**Principle No. 4 - High-Quality Signage:** High quality signage materials will offer an elevated aesthetic for tenants but also should reflect the overall high quality of design at CityPlace.



**Principle No. 5 - Legible Signage:** Create signs that present a clear and simple message. Concise signage with few words tends to convey the best message.



**Principle No. 6 - Durable Signage:** Construct signs of durable, high quality materials that withstand weathering. Durable signage will create a feeling of permanence throughout CityPlace.



**Principle No. 7 - Civic Art Potential:** Civic art will provide the opportunity to enrich the environment. Civic art may be used to highlight special locations such as gateways and public plazas, or to enrich architectural and landscape details.

*Signage within CityPlace is one of a series of unifying elements that will help to distinguish the community and create a strong and memorable identity in its overall scale as well as in the scale of its various districts and neighborhoods. The purpose of signage within the community is to provide efficient and clear communication to its daily users and visitors. Successfully integrated within the site, building and tenant signage will immediately inform the visitor that they have entered CityPlace.*

*The CSP has been designed to ensure that exterior signage will add vibrancy and energy to the community and its streetscapes through the use of materials, graphics, and forms that promote a strong identity, character, and image.*

### 1.3 CSP ORGANIZATION

The MCP provides that the Comprehensive Signage Programs will be broken into three major categories, consisting of Project Signage, Tenant Signage, and Sponsorship and Advertising. This CSP governs certain types of Project Signage, as well as Tenant Signage and Sponsorship and Advertising Signage. At the City's direction, applicable City standards will govern Project Signage related to pedestrian and vehicular traffic control, including parking, on public streets, as well as street name signs. This CSP will govern other types of Project Signage that are intended to enhance Project identity and user experience, including gateway markers, wayfinding directories, and informational kiosks.

Applicable City standards will govern signage within City-owned parks and open space.

Artwork will be subject to the City's regular permit process, such as encroachment or building permits, but will not be governed under the CSP as signage. This CSP is organized as follows:

1. Overview (Chapter 01)
2. General Sign Design Standards (Chapter 02): sets forth general signage standards, including allowed construction and materials, signage illumination, and exempt and prohibited signs.
3. Project Signage (Chapter 03): includes wayfinding and district-wide project identity, major and minor gateways, information kiosks, and certain types of digital signage.
4. Tenant Signage (Chapter 04): identifies particular businesses and institutions within the project area, including freestanding, building mounted, and storefront signage types.
5. Sponsorship and Advertising (Chapter 05): sets forth standards for sponsorship and advertising signs, including specific limitations on the placement of Off-Site Signs, and sets forth sponsorship and advertising sign

characteristics, such as the use of interactive technologies and animated signage, light and sound towers, rooftop signage, and naming rights.

6. Placemaking & Amenities (Chapter 06): Identifies elements within the public realm that reinforce the identity and character of the place, using permanent or transient features.
7. Signage Calculation and Diagrams (Chapter 07): sets forth more fine-grained standards for specific types of signs.
8. Temporary Signage (Chapter 08): sets forth standards for temporary signs, such as construction barricades and leasing signs, and signs for temporary events.

## 1.4 PERMITTING PROCESS

The permitting process will differ depending on the type of sign package to be submitted, and when in the process, the approval is sought.

### 1.4.1 1.4.1 Sign Permits

Unless expressly exempted by the terms hereof, no sign governed by this CSP shall be erected, re-erected, constructed, or structurally altered or maintained until a sign permit for the same has been issued by the Director. The Director shall not deny a sign permit application for any sign that complies with the applicable standards outlined in this CSP (or, in the case of an approved Building Signage Plan approved under Section 1.4.3 hereof, that complies with the approved Building Signage Plan). Alteration or maintenance of a legal sign by painting, repainting, or cleaning thereof, or the changing of the advertising copy or message thereon shall not be considered an erection or alteration which requires a sign permit unless a structural change is made. A separate sign permit shall be required for each sign, except that temporary signs governed by Chapter 8 of this CSP do not need a sign permit unless expressly required thereunder. An electrical permit shall be required for any connection to an electrical sign.

In addition, any signs proposed to be located on non-leased City property within the Project, including within a public right-of-way, shall require an encroachment permit or other form of license or lease from the City. Identification of potential sign locations in this CSP does not constitute consent by the City to use such locations.

### 1.4.2 1.4.2 Fees – Generally

Except for official signs posted by a governmental body, a fee for each sign permit shall be paid to the Community Development Department according to the sign permit fees established from time to time by City Council resolution.

### 1.4.3 1.4.3 Building Signage Plans (Optional).

An applicant may, at its option, submit a building signage plan application for individual buildings or groups of buildings in accordance with this Section 1.4.3 (each, as approved, a “Building Signage Plan”). The purpose of the Building Signage Plan process is to allow for City review and approval of an entire package of signs associated with a particular building or group of buildings. A Building Signage Plan application may be (i) included with a DAP application that includes Architectural Materials as provided in Exhibit 2 to MCP Appendix C, in which case, it will be reviewed and approved as part of the DAP following the procedures outlined in MCP Appendix C; or (ii) submitted to the City as a separate package of materials concurrently with, or after, the applicant submits the Architectural Review Application for the applicable building. If a Building Signage Plan application is submitted, the application will include (i) concept level plans for signage associated with the relevant building, including the size, number, quality and general location of On-Site Signs, Off-Site Signs, and Billboards and Large Off-Site Wall Signs (if applicable), (ii) a table describing how the signage outlined in the Building Signage Plan complies with the requirements of this CSP; and (iii) a request for any modifications to the standards set forth herein under Section 1.5 hereof. If submitted after the DAP Application, the City will review and approve the Building Signage Plan application in the same manner as the Architectural Review Application outlined in MCP Appendix C, Section 3.3. Whether considered through the DAP Application process, or as a separate package, the City shall approve the Building Signage Plan application if the decision-maker finds that the application conforms to and is consistent with the applicable design requirements and standards of the Development Requirements and this CSP. Signs approved under a Building Signage Plan application must still obtain a sign permit to the extent required under Section 1.4.1;

however, the Community Development Director’s scope of the review will be limited to the consistency of the sign permit application with the approved Building Signage Plan, and the Community Development Director or their designee shall not deny a sign permit for any sign that complies with an approved Building Signage Plan.

## 1.5 MAJOR AND MINOR MODIFICATIONS

“Major Modification” means a deviation of twenty-five percent (25%) or more from any dimensional or numerical standard in this CSP or a departure from any non-numerical standards in this CSP that is not otherwise listed as a minor modification.

“Minor Modification” means a deviation of less than twenty-five percent (25%) of the dimensions of an area, space, height, or other requirement provided for in this CSP, or a deviation from any non-numerical standard in the CSP determined by the Community Development Director to be minor or non-material, or to be otherwise consistent with the overall intent of the CSP.

For all signs other than Billboards or Large Off-Site Wall Signs, nothing herein shall preclude an applicant from requesting in its sign permit application a Major Modification or Minor Modification from the provisions of this CSP, which request shall be considered in accordance with this Section 1.5. A Minor Modification may be considered and approved by the Community Development Director or their designee, in his or her discretion, based upon a finding that the sign, subject to such conditions as may be imposed thereon by the Community Development Director or their designee: (i) will not impair the utility or value of adjacent properties or the general welfare of the neighborhood; (ii) will not impair the integrity and character of the zoning district in which the subject property is located; (iii) will not materially add to visual clutter; and (iv) will not create visual blight. The applicant or Others Affected may appeal a denial of a Minor Modification to the Planning Commission according

to the procedures set forth in the Zoning Code. If the applicant requests a Major Modification, it shall be considered by the Planning Commission pursuant to and by the procedure set forth for variances in the Zoning Code, except that the findings required for issuance of a sign modification shall be as outlined in the preceding paragraph. The applicant or Others Affected may appeal an approval or denial of a Major Modification to the City Council pursuant to the procedures set forth in the Zoning Code.

This CSP provides standards regulating the types of signage that would typically be expected within projects of this type and scale. In certain exceptional cases, the requirements of desirable anchor tenants and other major tenants may necessitate signage that does not strictly conform to the signage standards in the CSP, such as standards for quantitative allowances or sign types. Examples could include: a multi-story retail or food and beverage tenant larger than 10,000 sf.; entertainment uses, such as a cinema multiplex which may require traditional cinema marquee or other similar exceptional tenants. In such an event, the major modifications procedures in this Section would be used to address these exceptional conditions.

*“Others Affected” means anyone with a property interest in land located within 1,000 feet (but outside the boundaries of the MCP) of the site for which a Major or Minor Modification is approved.*

## 1.6 RELATIONSHIP TO FUTURE PHASES

This CSP is intended to govern sign standards for Parcels 4 and 5, as shown in the MCP. Future Phases of development within Parcels 1 and 2 will submit with their DAP Application a separate CSP, setting forth the signage standards and guidelines applicable to the Phase.

## 1.7 AUTHORITY AND APPLICABILITY

### 1.7.1 1.7.1 Authority

As noted in the MCP, notwithstanding the provisions of SCCC 18.80 SIGNAGE REGULATIONS, the City Signage Code regulations do not apply to the CityPlace Project, including but not limited to the provisions of Sections 18.80.050 related to height limitations, 18.80.090 related to design and location, 18.80.200 related to limitations on total sign area in residential, professional, office, and public building zoning districts and 18.80.220 related to Outdoor Advertising. By adopting the MCP, the City Council approved a specific and limited exception to the Citywide prohibition on billboards on Parcels 4 and 5, provided that outdoor advertising faces inward into the City Center or faces toward Levi’s Stadium on Tasman Drive pursuant to this CSP.

### 1.7.2 1.7.2 Relationship to State or Federal Laws

Nothing in this CSP is intended to supersede or affect the applicability of state or federal laws that may apply to signage within the CityPlace project, and the City recognizes that other state or federal approvals or laws may apply for certain types of signs. Compliances with ADA standards will be addressed during the production of all signage elements.

### 1.7.3 1.7.3 Applicability

This CSP applies to all Signs that are Project Signage, Tenant Signage, and Sponsorship and Advertising Signage that are Exterior Signs installed or erected within Parcels 4 and 5.

### 1.7.4 1.7.4 Severability

SEVERABILITY CLAUSE. Should any section or provision of this CSP be declared by a court of competent jurisdiction to be invalid, that decision shall not affect the validity of the rest of this CSP as a whole or any part thereof, other than the part so declared to be invalid.



## 1.8 DEFINITIONS

- **A-Frame Sign.** A freestanding sign usually hinged at the top, or attached similarly, and widening at the bottom to form a shape similar to the letter “A.” These signs are usually designed to be portable.<sup>1</sup>
- **Animated Sign.** A sign with motion, flashing lights, video, color or intensity changes requiring electrical energy or electronic or manufactured sources of supply with copy or display material that moves or changes more than once every 8 seconds. Animated sign does not include a sign which tells only time and temperature in alternating sequence.
- **Awning, Canopy, Marquee sign.** A nonelectric sign that is printed on, painted on, or attached to an awning, canopy or marquee and is only permitted on the vertical surface or flap. (Chapter 7.3)
- **Billboard.** An Off-Site Free-Standing Sign that is both located along Tasman Drive and exceeds 12 feet in height, which may include, without limitation, a Pylon Sign or Digital Display.
- **Building Frontage.** The side of the building facing and measured parallel to the street for a single tenant. On a corner parcel or full block parcel, each frontage shall be considered independently. Either side may be considered for the structure frontage. (Chapter 7.1)
- **Building Official** is the officer or chief building inspector charged with the administration and enforcement of appropriate provisions of this CSP, or his/her regularly authorized deputy.
- **City Center Core Sub-District.** The area designated as such on Exhibit 01B.
- **Digital Art and Landmarks.** Non-advertising-centric displays or structures intended to add vibrancy to a location.
- **Digital Display.** A sign face, building face, and/or any building or structural component capable of displaying still images, scrolling images, moving images, or flashing images, including video, animation and audio, through the use of grid lights, cathode ray projections, light emitting diode displays, plasma screens, liquid crystal displays, fiber optics, or other electronic media or technology that is either independent of or attached to, integrated into, or projected onto a building or structural component, and that may be changed remotely through electronic means.
- **Digital Signs.** Signs that contain digital displays that are refreshed no more than once every 8 seconds.
- **Directory Sign.** A sign for listing the tenants or occupants of a structure or center. This sign may be combined with a logo sign that is displayed for the purpose of indicating where customers or clients may visit.
- **Directional Sign.** A sign indicating where customers or clients are directed by means of arrows.
- **Eaveline.** The lowest level of a roof, eave or parapet
- **Exterior Sign.** A sign that is located outside of or on the exterior of any building structure, excluding Private Exterior Signs.
- **Foot-candle.** A unit of luminance or illumination, equivalent to the illumination produced by a source of one candle at a distance of one foot and equal to one lumen incident per square foot.
- **Freestanding Sign.** A sign which is supported by one or more uprights, braces, poles, or other similar structural components that are not attached to a structure. (Chapter 7.6)
- **Gobo Lighting.** “GOes Before Optics” projection technology for image projection onto pavement in pedestrian zones.
- **Graphics.** Decorative portion of a sign not containing a commercial message, trademark or logo-type brand name.
- **Height.** Wherever specified, height shall be measured from the top of the nearest street curb.
- **High Wall Sign.** A sign mounted near the top of a building.
- **Inward-facing Signs.** An Off-Site Sign the content of which is neither facing nor easily discernible by pedestrians or occupants of automobiles from Great America Parkway, Lafayette Street, Tasman Drive, or CityPlace Parkway.
- **Large Off-Site Wall Sign.** An Off-Site Wall Sign affixed to, or integrated into the architecture of, a building along Tasman, which may include, without limitation, Digital Displays, Supergraphics and Window Signs.
- **Light and Sound Towers.** Artful structures intended to add ambiance, attraction and orientation.
- **Logo Sign.** A trademark or symbol of any business or organization. This sign may be combined with a directory sign.
- **Mixed Media Sign.** A sign that contains both static and digital or animated imagery.
- **Movable, Promotional Kiosk Signs.** Small, attended structures with branded graphics and contents.
- **Monument Sign.** A sign that is erected directly upon the existing or artificially created grade, or that is raised no more than 12 inches from the existing or artificially created grade to the bottom of the sign, and which has a horizontal dimension equal to or greater than its vertical dimension. (Chapter 7.7)
- **Off-Site Sign:** A sign that displays any commercial message directing attention to a business, product, service, profession, commodity, activity, event, person, institution

or any other activity that does not occur or is not sold, manufactured or produced within the CityPlace project limits. “Off-Site Sign” also includes a sign that consists principally of brand name, trade name or other commercial advertising where the business, product, service, profession, commodity, activity, event, person, institution or other activity so advertised is only incidental to the principal activities that occur within the CityPlace project limits.

- On-Site Sign. A sign that is other than an Off-Site Sign.
- Parapet Sign. A sign mounted on top of the parapet of a building.
- Private Exterior Sign. A sign that is located on the exterior of a building within a private plaza or private open space (such as a courtyard, patio or deck) provided primarily for the benefit of residents, employees or paying customers, not generally open to the public, and is not easily discernible from the public right-of-way or other public areas.
- Public Street. Those streets shown as Public Streets on Exhibit 01B.
- Private Street. Those streets shown as Private Streets on Exhibit 01B.

- Project Signage. Project identity signage, transportation and traffic control signage, parking access and availability and wayfinding signage regulated under this CSP, including Chapter 3.
- Pylon Sign. A freestanding sign with its base being a smaller dimension than its height.
- Special Events. Any commercial, non-profit, educational or civic gathering of people assembled with a common purpose, including without limitation concerts or other types of performance, fairs, carnivals, parades, farmers markets, flea markets, arts and craft fairs, food and drink festivals, sporting events, retail promotions, and celebrations or any other gathering or event of similar nature.
- Supergraphic. A sign consisting of an image projected onto a wall or printed on vinyl, mesh or other material with or without written text, supported and attached to a wall by an adhesive and/or by using stranded cable and eyebolts and/ or other materials or methods
- Temporary Event Signs. Any Temporary Sign associated with Special Events that are within Parcels 4 or 5 as shown on Exhibit 01A of this CSP and have been ground leased to a private party. Temporary Event Signs do not include Window Signs or Supergraphics.

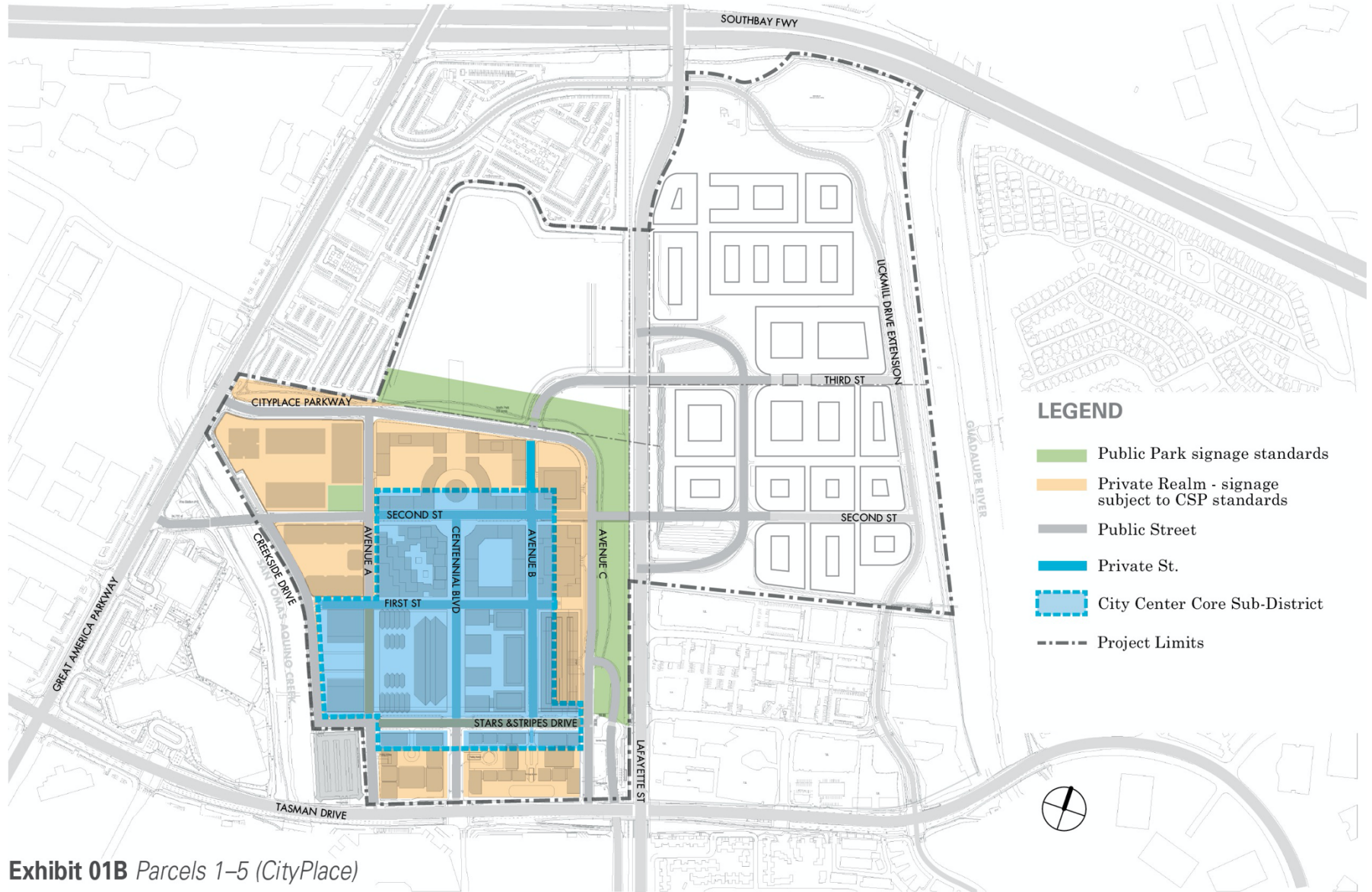
- Tenant Signage. Tenant identity signage regulated under this CSP, including Chapter 4.
- Temporary Barricades. Temporary walls, barriers and other structures intended to delineate and secure construction areas within the Project site.
- Temporary Sign. Any sign that is to be maintained for a limited duration, not to exceed 60 days (inclusive of set-up and take-down times), including paper signs and other signs that are not permanently affixed to the ground or building. (Chapter 8.0)
- Wall Sign. A sign fastened to an exterior wall within the basic structure form. (Chapter 7.2)
- Wayfinding and Information Kiosk. A small structure in a public area used for providing information and/or displaying advertisements, often incorporating an interactive display screen or screens.
- Window Sign. A sign that is architecturally integrated, applied or attached to a window and located in such a manner that it can be seen from the exterior of the structure. (Chapter 7.8) A light box that meets these criteria will be classified as a Window Sign.

## 1.9 PUBLIC & PRIVATE STREETS

As stated in the MCP, throughout each Phase of the Project, the Developer will construct all on-site improvements. The on-site improvements include public facilities, such as public streets, public parks

and public infrastructure. All other areas will be private facilities. Designations for public streets, public parks, private streets, private realm and the location of

the City Center Core Sub-District are shown on Exhibit 01B.



**Exhibit 01B** Parcels 1-5 (CityPlace)  
Public & Private Streets

# 2 GENERAL SIGN DESIGN STANDARDS

## 2.1 GENERAL SIGNAGE STANDARDS

1. The color, material, lettering and lighting shall thoughtfully complement the surrounding street environment and building(s) that the sign addresses.
2. Materials should be constructed of the highest colorfast materials to minimize fading, cracking and deterioration.
3. Each sign shall comply with the limitations on size as set forth in this CSP.
4. Signs shall comply with all local Fire and Building Safety codes and regulations.
5. Signs shall not impede pedestrian traffic, block vehicular sight lines along streets or disturb adjacent residential uses.
6. Signs shall not cover doors, vents, rescue windows or other openings that serve building occupants, except to the extent permitted for supergraphics in Section 7.11.
7. Signs shall not encroach into a private or public street as applicable, except for: (a) a Projecting or Canopy/Awning sign to the extent permitted under Section 7.4.4, or (b) Temporary Signs or A-Frame signs.
8. Signs shall be designed with durable materials and be well maintained.
9. Painting, repainting, or cleaning of a sign shall not be considered erecting or altering a sign.
10. Nothing herein is intended to exempt any sign, including temporary signs or other signs otherwise exempt from the sign permit requirements of this CSP from obtaining a Building Permit, Electrical Permit or

Encroachment Permit to the extent required by the uniform codes adopted by the City.

## 2.2 ALLOWED CONSTRUCTION AND MATERIALS

1. Mixed media signs incorporating multi-dimensional forms and combinations of colors, shapes, materials and lighting;
2. Dimensional individual letterforms with acrylic or metal faces;
3. Reverse channel letterforms with halo illumination;
4. Open channel letterforms; Cut or fabricated metals;
5. Etched or sandblasted metals and glass;
6. Permanent materials such as metal, stone, ceramic tile or glass;
7. Dimensional geometric shapes and three-dimensional forms;
8. Light transmitting acrylic letterforms;
9. Sustainable design elements such as recycled and other materials with a low environmental impact; and
10. Painted or digitally produced supergraphics which are artfully designed and composed on large blank surfaces.

## 2.3 SIGNAGE ILLUMINATION

1. External light sources shall be directed and shielded at the sign to limit direct illumination of any other object and the surrounding area.
2. Illumination for each sign type shall comply with the express requirements of this CSP, or if standards for illumination are not specifically addressed for a particular sign type, shall be of an intensity or brightness that

will not negatively impact immediate surroundings.

3. Signs shall not incorporate blinking, flashing or fluttering lights or other devices that rapidly change a light's intensity or brightness.
4. Colored lights which may be confused with traffic-control devices are prohibited.
5. Illuminated signs shall incorporate energy-efficient fixtures to the greatest extent possible.
6. Hot spots and light leaks are prohibited in all signs.
7. Illuminated signs shall comply with the national and/or local building and electrical codes having jurisdiction over the Project and shall bear the Underwriter's Laboratories ("U.L.") label to conform to U.L. codes.
8. Illuminated signs shall have all labels, conduit, J-boxes, transformers and wires concealed from view.

## 2.4 EXEMPT SIGNS

1. The following signs are allowed without a Sign Permit and shall not be included in the determination of type, number, or area or signs allowed on each parcel or within the Project. Exempted signs shall be required to adhere to the regulations established for each sign type as provided in this Section and shall be subject to any other permits required by the City as set forth in Section 2.1(10) of this CSP.
  - a. Signs required by Federal/State law;
  - b. Official signs posted by a governmental body, including, flags, banners, emblems, or signs issued by a government body including notices, traffic or highway signs, railroad crossing signs, or similar

- regulatory or warning devices and legal notices;
- c. Seasonal displays and decorations, only when not creating a traffic hazard or located within any visual setback area in the sight distance triangle;
- d. Temporary Signs, subject to the size and quantity limitations of Chapter 8 of this CSP. All Temporary Signs shall be removed or replaced within 60 days following the placement.
- e. Commemorative plaques, tablets, date of construction, and similar signs constructed of permanent material. Only one sign for each structure, not to exceed two square feet in area for each sign is allowed.
- f. Signs located inside a structure.
- g. Murals or other artistic paintings on walls, provided no names, information, logos, emblems or other similar information or illustrations of activities associated with uses on the Project Site or in the vicinity are included in the mural or painting;
- h. “No Trespassing” signs. Each sign limited to one square foot in area. Signs may be placed at each corner and each entrance to a parcel and at intervals of not less than 50 feet or in compliance with legal requirements.
- i. Signs placed by utilities or other publicly regulated service providers indicating location of underground facilities, danger, and aids to service or safety, including official advisory and signal flags;
- j. Copy changes in approved changeable copy signs.
- k. Signs or notices incidental to a commercial, mixed-use, or industrial establishment (e.g., hours of operation, credit card information, emergency contact information, help wanted, open-close) provided the signs do not contain any

commercial messages or the establishment logo, and in total do not exceed four square feet in area per tenant for all incidental signs.

- l. Memorial tablets or signs that commemorate historical events or people.
- m. Private Exterior Signs

## 2.5 PROHIBITED SIGNS

1. Animated Signs (except as described by Ch. 5 of this CSP).
2. Banners, pennants, statuary, streamers, whirligigs, displays, signs placed on architectural projections and merchandise primarily designed and used for sign purposes located outside of structures (except as described by Ch. 6 of this CSP or Temporary Signs in connection with special events that are otherwise exempt under Ch. 8 of this CSP).
3. Billboards and Large Off-Site Wall Signs, except for the special, limited exception authorized by Section 5.3 of this CSP.
4. Red, green, or amber lights or illuminated signs that could interfere with or be confused with any official traffic control device or traffic signal or official directional guide signs.
5. Signs emitting foreign material or sound, except as described in Chapter 7 of this CSP.
6. Signs on a natural feature (i.e., rock, tree, mound, hill, or mountain).
7. Signs on roof, parapet, or wall above the eave line, except in conformance with the requirements of Chapter 7 of this CSP.
8. Tethered balloon(s) or other inflatable(s) used to draw attention to a use or event except for Temporary Signs in connection with special events that are otherwise exempt under Ch. 8 of this CSP).

# 3 PROJECT SIGNAGE

*Project signage will enhance project identity at CityPlace and create a cohesive graphic family of signs for getting around CityPlace. Project signage will include project identity signage, transportation and traffic control signage, parking access and availability, and wayfinding signage.*

## 3.1 PROJECT SIGNAGE DESIGN INTENT

Project and district identifiers will include highly visible gateway markers. In addition to advertising the Project and/or its districts, these signs should enhance project identity and establish a welcoming point of arrival. Wayfinding signs will be especially useful in orienting first-time visitors, while offering a sense of familiarity to returning customers.

## 3.2 PROJECT SIGNAGE DESIGN GUIDELINES

1. Develop a “family” of signage that creates a graphic continuity throughout the Project. In CityPlace, districting concepts may require individualized district signage “families”.
2. Provide vehicular directionals consistent with City requirements that guide motorists to important destinations on-site, including major attractions, parks and parking facilities.
3. Include directional signs and maps that guide persons on foot and bicycle to important public services and facilities, parks, outdoor gathering areas, and major tenants.
4. Avoid signage in corner/driveway sight clearance areas

## 3.3 PROJECT SIGNAGE CHARACTERISTICS

### 3.3.1 Major Gateway Signage (Exhibit 03A)

Summary Description:

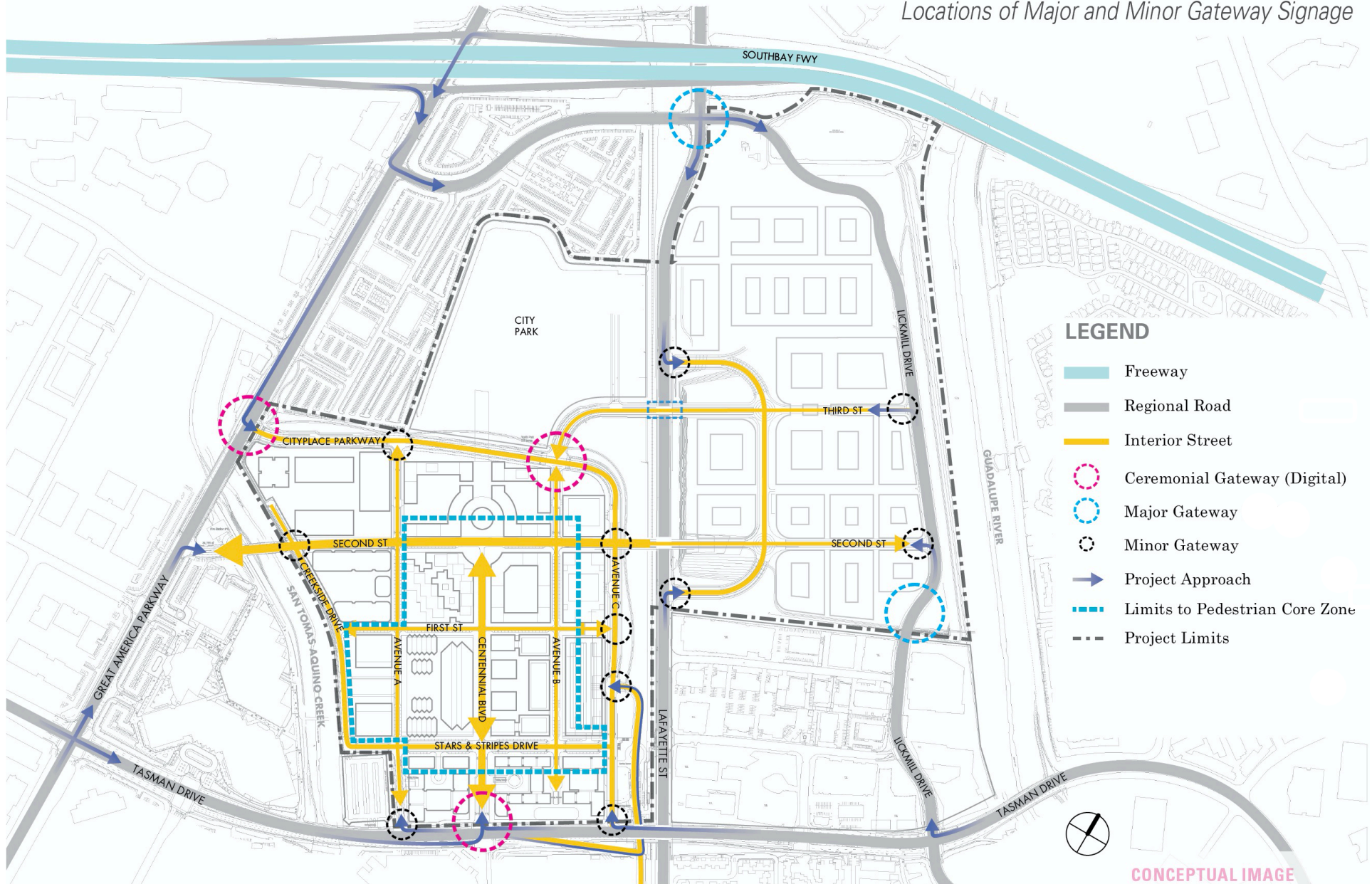
1. Gateway signage clearly identifies the Project at vehicular points of entry and provides information (or place identification).
2. Signs are scaled to their surroundings and in accordance with their function as primarily vehicular-oriented project identifiers.
3. Gateway elements may include landscape, hardscape and light displays.
4. Gateways enhance the Project and establish the overall character of the signage program.
5. Signs are constructed of high quality and durable materials that are weather and vandal resistant.
6. Major Gateway signs are primarily for project name or logo. Off-Site content and Digital Signs are prohibited.
7. Ceremonial Gateways are experiential areas that will combine sculpture, lighting and/or signage in concert with adjacent architecture and landscape to create a sense of arrival. Off-Site advertising is prohibited.

### 3.3.2 Minor Gateway Signage (Exhibit 03A)

Summary Description:

1. Minor gateway signage identifies important project features, districts within the Project or, in the case of office campuses, corporate identity.
2. Minor gateway signage is smaller in scale than major gateway signage and placed at secondary points of entry or subdistrict entries.
3. Minor gateway signage emphasizes bold, highly legible graphic design providing information to vehicles, pedestrians, and cyclists.
4. Signs are constructed of high quality and durable materials that are weather and vandal resistant.

**Exhibit 03A Phase 1-4 (CityPlace)**  
*Locations of Major and Minor Gateway Signage*



- LEGEND**
- Freeway
  - Regional Road
  - Interior Street
  - Ceremonial Gateway (Digital)
  - Major Gateway
  - Minor Gateway
  - Project Approach
  - Limits to Pedestrian Core Zone
  - Project Limits



**CONCEPTUAL IMAGE  
 SUBJECT TO CHANGE**

### 3.4 TRANSPORTATION / TRAFFIC CONTROL TYPOLOGY

#### 3.4.1 Street Name

Summary Description:

1. Signs and typefaces are kept simple to augment readability for users.
2. Contrast of colors is especially important to the functionality and legibility of street name signage.

#### 3.4.2 Parking Identity & Regulation

Summary Description:

1. Signage is strategically placed to guide visitors toward their preferred destination.
2. Highly legible lettering is used to ensure clear and concise direction for vehicular traffic. Typefaces are made simple to ensure user readability.
3. Incorporate real time Vehicle Management Signage (VMS) into parking facility identity and into associated, off-site wayfinding elements.

### 3.5 DIRECTIONAL / WAYFINDING TYPOLOGY

#### 3.5.1 Vehicular Directional (Exhibit 03B)

Summary Description:

1. Directionals are located at or near project entrances and key intersections, and other locations that will serve to guide motorists to their destination. Signs direct motorists toward parking, and major destinations and attractions, including the larger tenants.
2. Vehicular directionals are freestanding or mounted on light poles and scaled to their surroundings for a comfortable read by slow moving vehicles and cyclists.
3. Materials for vehicular directionals are similar to those making up other project signage and compatible with the overall signage program.
4. Signs are visually engaging with highly legible text and graphics.

#### 3.5.2 Pedestrian Directional (Exhibit 03B)





Summary Description:

1. Directionals are located along major pedestrian circulation routes and other locations that will serve to guide the pedestrians toward public and/ or guest services and amenities.
2. Pedestrian directionals maintain pedestrian flows and sight lines.
3. Signs are scaled to their surroundings for a comfortable read by pedestrians and bicyclists.
4. Signs are created from high quality and durable materials that are weather and vandal resistant.
5. Enhance project identity and maintain compatibility with overall signage program.

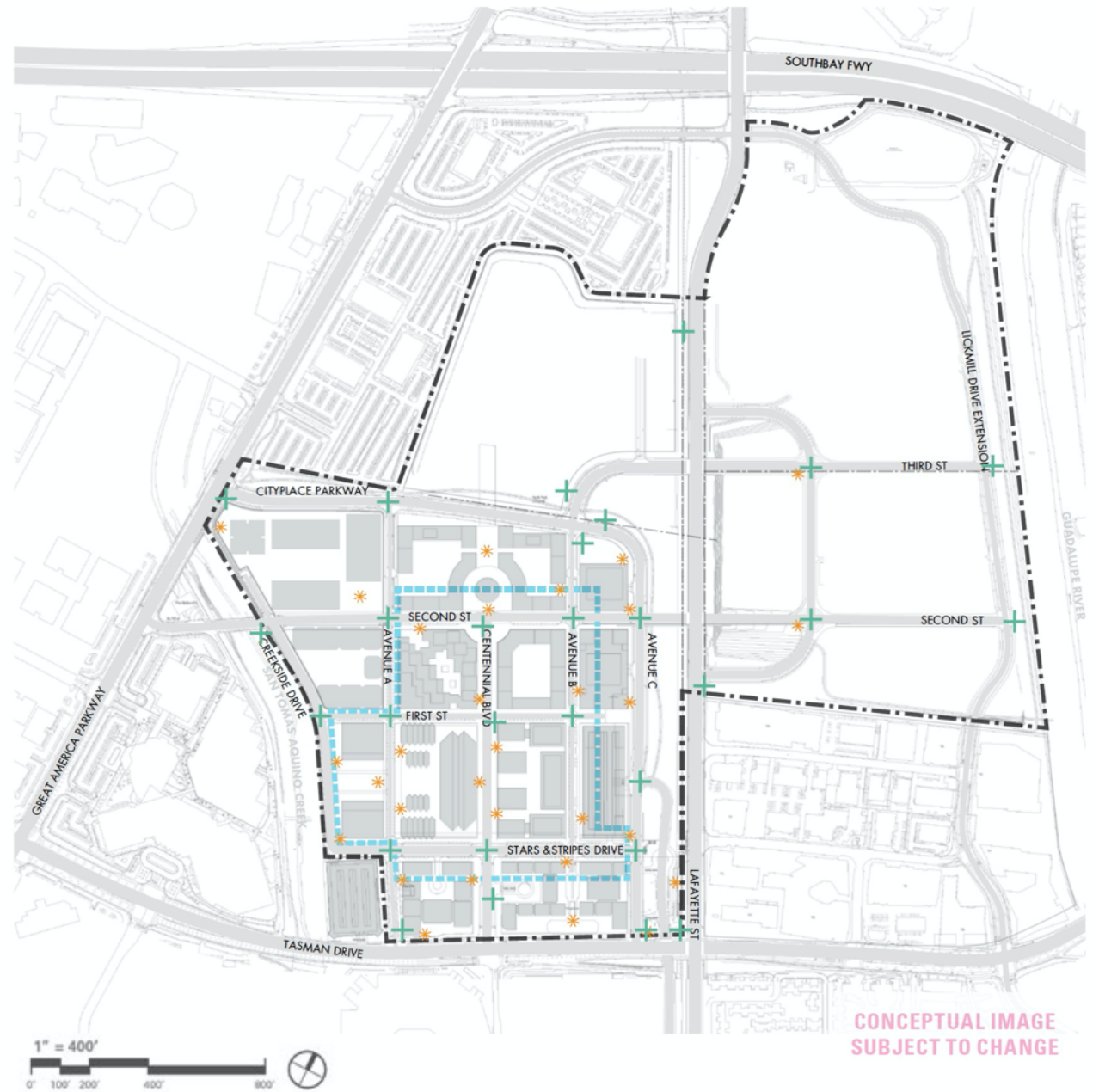


## Exhibit 03B

### Vehicular & Pedestrian Directionals

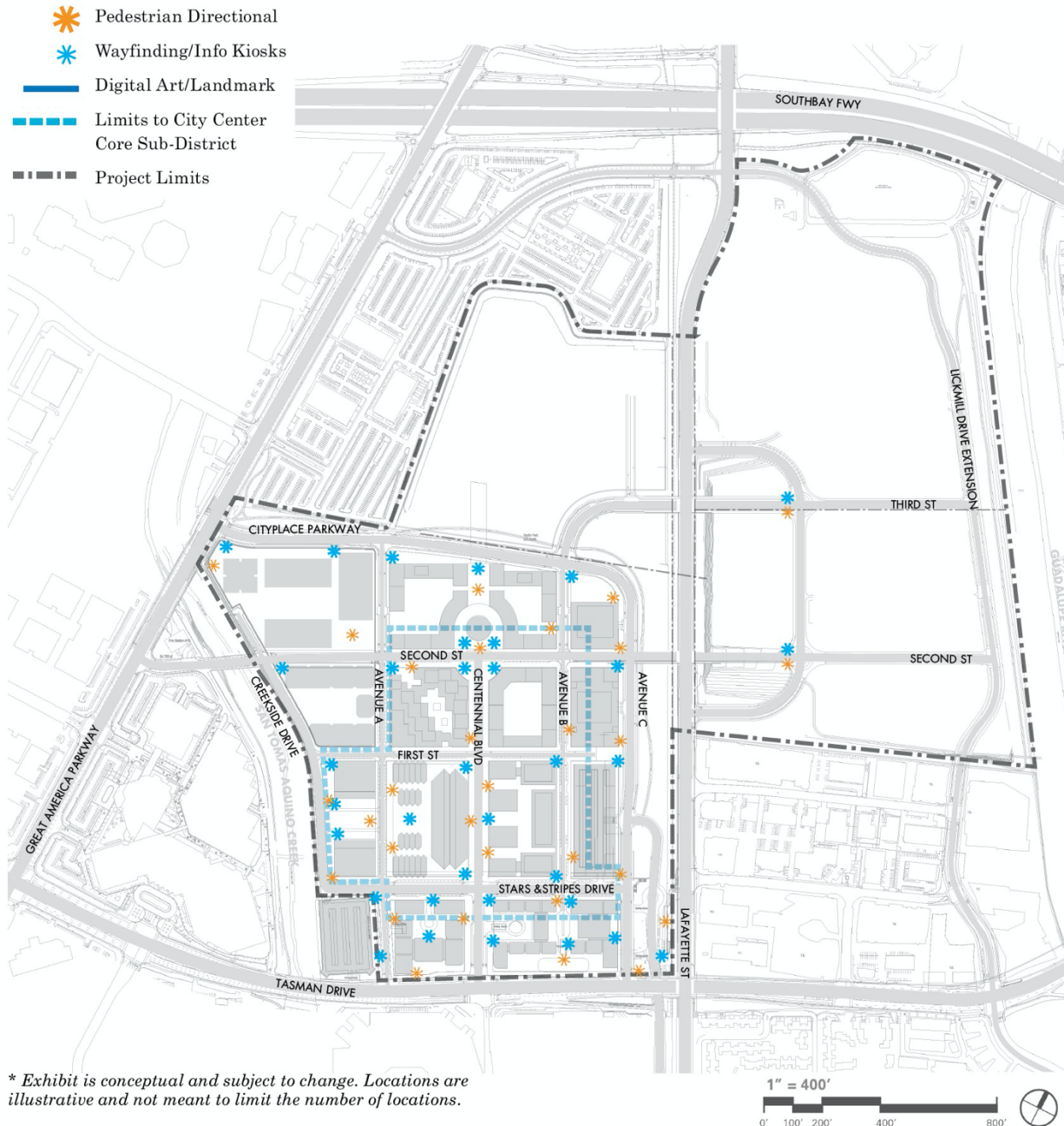
-  Vehicle Directional
-  Pedestrian Directional
-  Limits to City Center Core Sub-District
-  Project Limits

\* Exhibit is conceptual and subject to change. Locations are illustrative and not meant to limit the number of locations



CONCEPTUAL IMAGE  
SUBJECT TO CHANGE

## Exhibit 03C Wayfinding & Information Kiosks



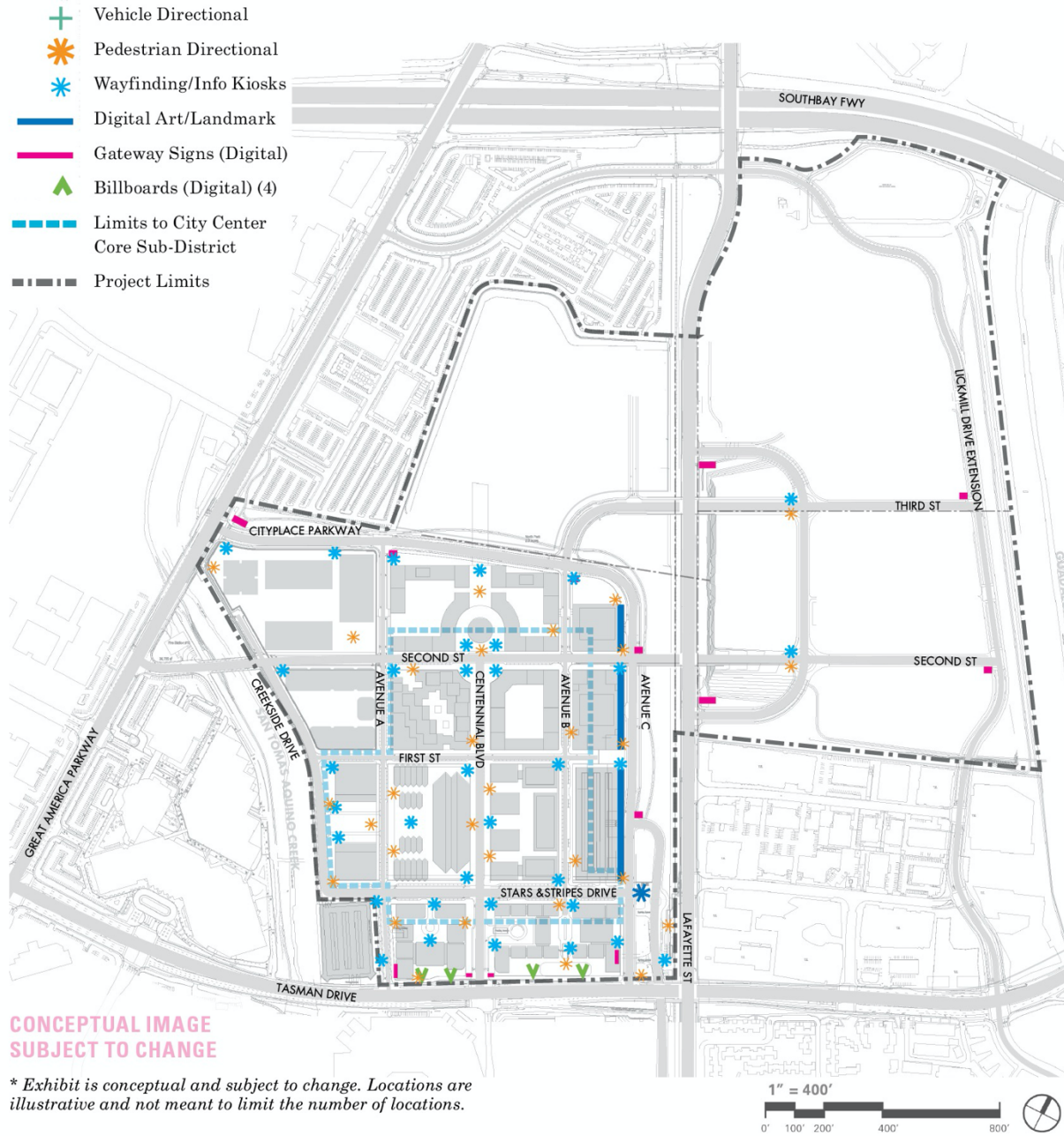
\* Exhibit is conceptual and subject to change. Locations are illustrative and not meant to limit the number of locations.

## 3.6 WAYFINDING / INFORMATION KIOSKS (EXHIBIT 03C)

Summary Description:

1. Wayfinding/Info Kiosks are located within or near major pedestrian gathering spaces and key intersections subject to heavy pedestrian flow.
2. Wayfinding/Info Kiosks present essential information needed to navigate the Project.
3. Kiosks are made from high quality durable materials, as these elements are exposed to the weather and will receive an especially high degree of contact with the public.
4. Wayfinding/Info Kiosks and maps may also locate points of interests and essential services provided.
5. Wayfinding/Info Kiosks may include features such as ADA Compliance Voice activation,
6. Advertising / PSA / Retail engagement, Parking, and/or Sustainability information.
7. Information is intended to be presented in a clear and highly graphic manner, and locates project tenants, major destinations, and public and/or guest services.
8. Kiosks are situated to maintain pedestrian flows and preserve sight lines.
9. Kiosks can also function as “community boards” that advertise upcoming events.

## Exhibit 03D Digital Wayfinding and Landmarks



**CONCEPTUAL IMAGE  
SUBJECT TO CHANGE**

\* Exhibit is conceptual and subject to change. Locations are illustrative and not meant to limit the number of locations.

## 3.7 PROJECT DIGITAL SIGNAGE

Summary Description:

1. Subject to the regulations and limitations of this CSP, all Project Signage may be Digital Signs or Mixed-Media Signs.
2. Digital Art and Landmarks to contain artful content and lighting expressions to enhance the experience of entering CityPlace. Project Identity and On-Site content may also be displayed.
3. Digital Wayfinding/Info Kiosks can include data such as interactive maps, bus schedules, community functions and temporary directional signage for special events.
4. Digital displays may be freestanding or integrated into architecture. On-Site Sign (and Off-Site Sign, where permitted) content to be photography, videos (in instances where Animated Signs are permitted) or sponsored artistic imagery that is subject to regulations described in Chapter 5 of this document.
5. With merging combinations of digital signage, wayfinding and advertising, a single signage element may host multiple expressions.

# 4 TENANT SIGN TYPES

*Tenant signage quality will be measured through its compatibility with the building architecture, its level of integration with the storefront design, and the ability to clearly communicate.*

## 4.1 TENANT SIGNAGE DESIGN INTENT

High quality, innovative, and expressive tenant signage will create a cohesive look and feel at City-Place. A tenant's primary signage will consist of the name of the business and/or logo depicted on a wall sign and will be designed to comfortably fit the building and storefront. Signage should reflect the character of the tenant and services provided, while clear and legible to passing pedestrian, bicycle and automotive traffic consistent with size restrictions noted in chapter 7.

## 4.2 TENANT SIGNAGE CRITERIA

1. Locate and design tenant identity signs to complement the building architecture and storefront design.
2. Restrict tenant identification signs to the business name, simple logo or other elements typically used to depict their brand.
3. Ensure that window signage and graphics augment and obscure display areas by no more than 15% of the overall window area.
4. Office buildings and associated parking structures facing major streets are allowed to have:
  - a. Identity signage near the top of their buildings that is sufficiently scaled to be readable from adjacent arterial roads and freeway.
  - b. Signage is limited to the corporate entity name and/or logo, and/or the name of a company that occupies the building.
  - c. Up to four identity signs shall be allowed per building.
5. Tenant wall signs should be located on flat, unadorned surfaces. This is generally a panel or band above the storefront entrance, although alternative locations may be considered.
6. Coordinate sign placement with the arrangement of bays, windows, and other

architectural features while remaining consistent with the standards.

7. The overall size, materials and graphic composition of a tenant sign should be coordinated with architectural character of the project district and storefront design.
8. Encourage pedestrian-scaled projecting signs (overhead mounted, projecting blade signs, etc.) along pedestrian sidewalks and pathways.

## 4.3 TENANT SIGNAGE - CHARACTERISTICS

### 4.3.1 Freestanding/Monument Signage

#### Summary Description:

1. Freestanding signage (affixed to the ground or connected to supports affixed to ground, and not affixed to a building) includes architectural details, quality materials, and colors compatible with the associated buildings.
2. Signage incorporates durable sign materials that can withstand exposure to the elements.
3. Freestanding signage should be easily and comfortably read by both pedestrians and by vehicular traffic.

### 4.3.2 Building-Mounted Signage

#### Summary Description:

1. Building-mounted signs are conceived as an integral part of the building façade, placed in accordance with façade rhythm, scale and proportion.
2. Signs do not obscure architectural features such as vertical piers, trim work, ornamental features, etc.
3. Parapet / High Wall Signs are mounted above windows and below parapet top and are consistent with the requirements of Section 7.5.

### 4.3.3 Storefront Signage

#### Summary Description:

1. Storefront signage is integrated with the design of the building, compatible with the architectural details and color scheme of the building.
2. Storefront signage may include a Window Sign that is located on or within 6 feet in any direction of the edge of the window plane, painted or attached.
3. Little to no impact to residences.

### 4.3.4 Projecting Signage

#### Summary Description:

1. Projecting signage is integrated with the design of the building, coordinating with the architectural details and color scheme of the building.
2. Projecting signs are placed perpendicular to the building.

### 4.3.5 Supergraphic / Building Integrated Signage

#### Summary Description:

1. Supergraphics are integrated with the building architecture, coordinating with the overall design.
2. Large-scale painted or applied decorative art in bold colors and typically in geometric or typographic designs.
3. May be permanent or temporary and used over walls or windows to create an illusion of expanded or altered space.
4. Use of Supergraphics may be static imagery or displayed digitally and may serve a broader set of purposes including holidays, celebrations, advertising and sponsor promotions.

### 4.3.6 Rooftop Signage

#### Summary Description:

1. Signage is integrated with the design of the building, coordinating with the architectural details and color scheme of the building.
2. Signs are considerate of nearby uses.
3. Signs are applied or placed upon the roof surface, visible from a distance, yet not prominently visible from the adjacent public right-of-way.

# 5 SPONSORSHIP & ADVERTISING SIGN TYPES

*Sponsorship and advertising will enhance the identity of CityPlace and create an active, unique core, thereby serving the City's objective to create a vibrant mixed-use, urban core, creating a pedestrian friendly "live, work, and play" environment that will function as a well-defined center for the Santa Clara community.*

## 5.1 SPONSORSHIP & ADVERTISING SIGNAGE - DESIGN INTENT

The types of sponsorship and advertising signs used at CityPlace are restricted by viewable location, "off-site" advertising content, levels of animation, event duration, and hours of operation. Buildings and plazas may be named after companies or individuals who have purchased naming rights. The signage may also include digital displays, reader boards and other graphics that may enhance the functions held within CityPlace. Refer to Exhibit 05A for preliminary locations and quantities of Sponsorship and Advertising Signage.

## 5.2 SPONSORSHIP & ADVERTISING SIGNAGE STANDARDS

1. Locate and design signs to be freestanding, integrated into building architecture or store-front design.
2. Coordinate signage placement with the arrangement of bays, windows, and other architectural features.
3. Locate Animated and Digital Signs on flat, unadorned surfaces.
4. Design digital signs as clean, simple, attractive, appropriate and brief messages.
5. Ensure that signage and interactive technologies augment and minimally obscure display areas of storefronts.
6. Off-Site Signs must be located in the City Center Core Sub-district and be Inward-facing Signs, except Billboards and Large Off-Site Wall signs consistent with CSP Section 5.3.

## 5.3 SPECIFIC LIMITATIONS ON OFF-SITE ADVERTISING DISPLAYS

Off-Site Signs are prohibited with the exception of the following:

1. **Inward-facing Signs within the City Center Core Sub-District.** Inward-facing Signs within the City Center Core Sub-District are permitted consistent with all applicable standards in Chapters 2, 5 and 7, subject to the following limitations:
  - a. Limited to 12' in height if the sign is either (i) facing the building with a residential use that is located within 100 linear feet of the sign, or (ii) utilizing animation
  - b. Limited to 40' in height if the sign does not meet the criteria in subsection 5.3.1.a(i) or (ii).
2. **Inward-facing Signs outside of the City Center Core Sub-District.** Inward-facing Signs consistent with all applicable standards in Chapters 2, 5 and 7 are permitted outside of

the City Center Core Sub-District subject to the following limitations:

- a. Limited to 12' in height
  - b. No animation allowed
3. **Billboards and Large Off-Site Wall Signs along Tasman Drive.** Consistent with Section 7.1 of the MCP, Billboards and Large Off-Site Wall Signs along Tasman Drive are permitted subject to the following numerical, height, and size restrictions:
- a. No more than a total of four (4) Billboards and/or Large Off-Site Wall Signs are permitted along Tasman, in any combination (for example, two Billboards and two Large Off-Site Wall Signs)
  - b. Billboards may be multi-sided with up to four separate faces and must be no taller than 50 feet.
  - c. Large Off-Site Wall Signs may be multi-sided (e.g., a single sign having two exposures wrapping the corner of a building) and must be located within Vertical Zone Levels 1, 2 or 3, as shown in Section 7.1 of this CSP.
  - d. Any Billboard is limited to 700 sf of sign area per side of the Billboard, per Section 7.11.8 and must not exceed a maximum width of 48 feet.
  - e. Any single-sided Large Off-Site Wall Sign is limited to 1,400 sf of sign area; sign area on a multi-sided corner Large Off-Site Wall Sign is limited to a maximum sign area per side of 1,400 sf. of sign area in total that may be distributed over the two corner facades in any proportion (e.g., 50/50; 70/30, etc.)
  - f. A Billboard or Large Off-Site Wall Sign may display animation, but it may only display video animated content on event days with events at Levi's Stadium when there is no through traffic on Tasman Drive between Lafayette Street and Great

America Parkway, and may be further limited by agreement between The City and the developer.

- g. No Major or Minor Modifications are allowed for Billboards or Large Wall Signs
4. In the event of a conflict between the numerical, height and size restrictions applicable to Off-Site Signs set forth in this Section 5.3 and the general standards set forth in Chapter 7 hereof, the provisions of this Section 5.3 will control.

## 5.4 SIGNAGE CHARACTERISTICS

### 5.4.1 Animated / Digital / Interactive Technologies

Summary Description:





1. Signage has Digital Displays.
2. Signage incorporates durable sign materials that withstand exposure to the elements.
3. Animated signage shall only be permitted if they meet the requirements of Section 5.3.
4. Interactive technologies can include areas subject to projected images containing GOBO lighting solutions.

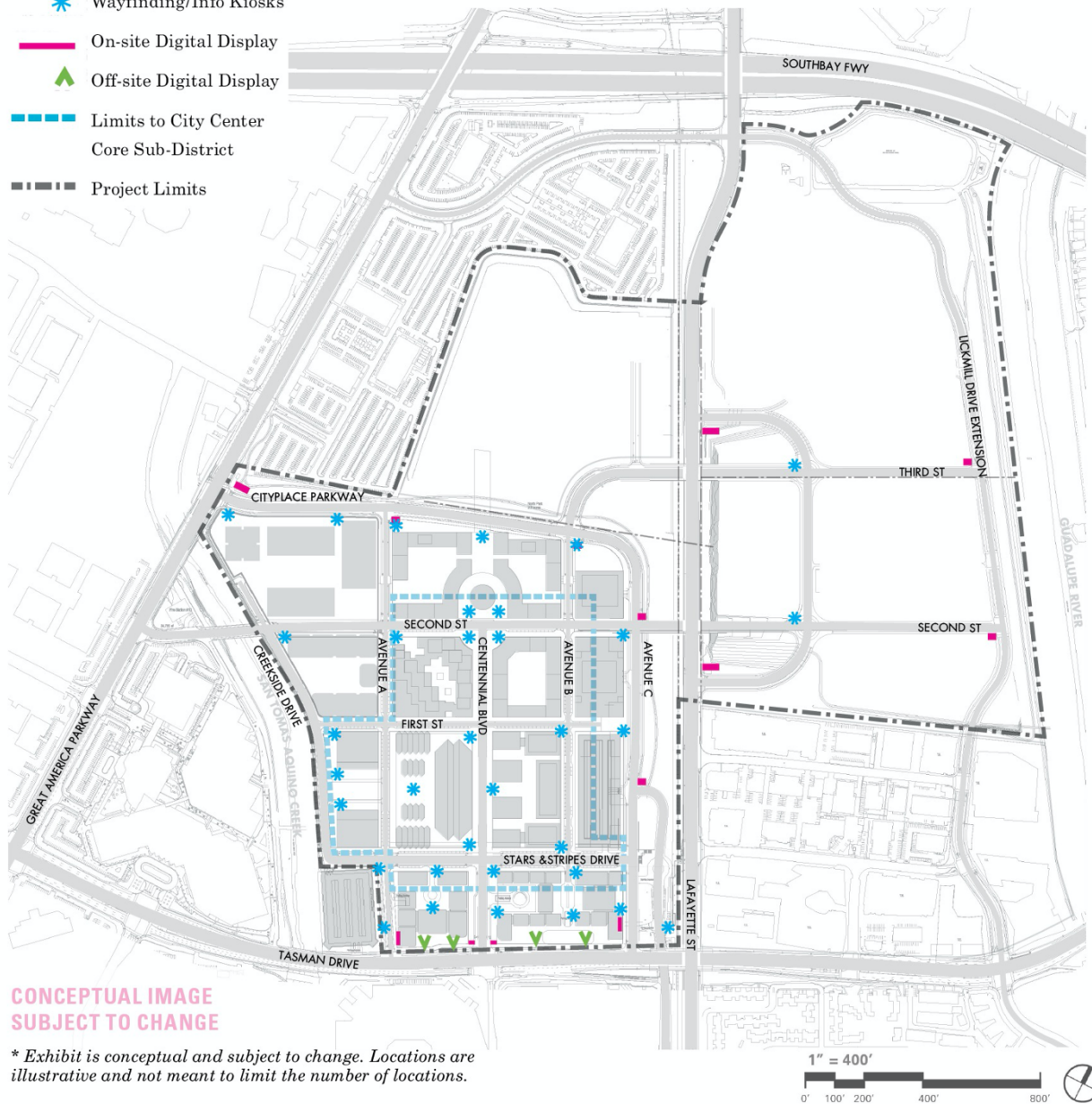
### 5.4.2 Light & Sound Pylons

Summary Description:

1. Freestanding multi-sided structures may include animated and/or non-animated signs and are permitted if they meet the requirements of Sections 5.3 and 7.6.
2. Includes architectural details, quality materials, and relates spatially to its surroundings.
3. Light and sound towers are conceived as an integral part of the outdoor space, placed in accordance with façade rhythm, scale and proportion.
4. Sound shall be subject to and comply with SCCC9.10.040.
5. Lighting must not compete with or mimic traffic signal devices that may confuse motorists.

## Exhibit 05A Sponsorship & Advertising

-  Wayfinding/Info Kiosks
-  On-site Digital Display
-  Off-site Digital Display
-  Limits to City Center Core Sub-District
-  Project Limits



**CONCEPTUAL IMAGE  
SUBJECT TO CHANGE**

\* Exhibit is conceptual and subject to change. Locations are illustrative and not meant to limit the number of locations.

### 5.4.3 Rooftop Signage

Summary Description:

1. Rooftop signs identifying a structure are an important sponsorship opportunity for purchasers of naming rights that occupy buildings on Parcels 4 and 5.
2. Signage is integrated with the design of the building, coordinating with the architectural details and color scheme of the building.
3. Signs are considerate of nearby uses.
4. Within the limitations set in Section 5.3, Rooftop signs are located upon the roof surface, visible from a distance, yet not prominently visible from the adjacent public right-of-way.

### 5.4.4 Naming Rights

Summary Description:

1. An area at the top of a building face dedicated to sponsorship of an organization, typically displaying the organization's logo and brand.
2. Tenants must occupy space on Parcels 4 or 5 and are typically the major lessees of a multi-tenant building.



# 6 PLACEMAKING & AMENITIES

*CityPlace will allow for a great opportunity to further enrich the environment with various artistic design elements that may be used to highlight special locations such as gateways and public plazas, or simply enrich architectural and landscape details.*

## 6.1 PLACEMAKING DESIGN INTENT

Designed elements will enhance the visual environment, making a more memorable place, enhance wayfinding, reinforce the overall image and project identity, and even function as a conceptual link to disparate parts of the Project. It is important to consider how the design element might serve as a local landmark, delineate outdoor space, add richness to the landscape, or create an expression of local history and culture.

## 6.2 PLACEMAKING DESIGN ELEMENTS

### 6.2.1 Custom Identity

Explore opportunities to tastefully incorporate a project logo or similar graphic element as decorative sidewalk plaques or integral to on-site furnishing and landscape features, such as benches, trash receptacles, tree grates, etc.

### 6.2.2 Site Banners

Colorful banners applied to light poles or building facades may advertise CityPlace and local events. A seasonal banner program that lines main thoroughfares in procession will create a sense of arrival. These are especially appropriate for gateways and streets with retail frontages, where they will contribute to a festive environment. Banners are not intended for the display of tenant identity but may include a sponsor logo that does not fill more than 25% of the banner area. Banners will be mounted to banner poles or light poles with wind-resistant brackets. Banners are permitted within the City Center Core Sub-District without a sign permit. Banners on light poles or otherwise within a public right-of-way will be permitted as provided by this Section 6.2.2 and will be subject to the City's permitting procedures.

### 6.2.3 Event Signage

Temporary signage may be installed prior to event opening consistent with the Temporary Sign requirements in Chapter 8 of this CSP.

# 7 SIGNAGE CALCULATION AND DIAGRAMS

## MASTER PLAN STANDARDS

All exterior signs on a development parcel shall be included in the calculation of maximum allowed combined sign area except for the following signs:

1. Temporary Signs (section 8.0)
2. Supergraphic Signs (section 7.9)
3. Billboards and Large Off-Site Wall Signs (section 7.11)

## MAXIMUM ALLOWED SIGN AREA

The maximum allowed combined sign area on a building elevation is **four (4) square feet of signage per linear foot of block frontage** with the lot/block frontage being measured along the block line on which the building elevation is located. Unused allowable square footage is not allowed to be transferred to a different building elevation within the development parcel. Refer to Figure 7.1 for frontage delineation information. Additional square footage may be allowed via the modification process outlined in Section 1.5.

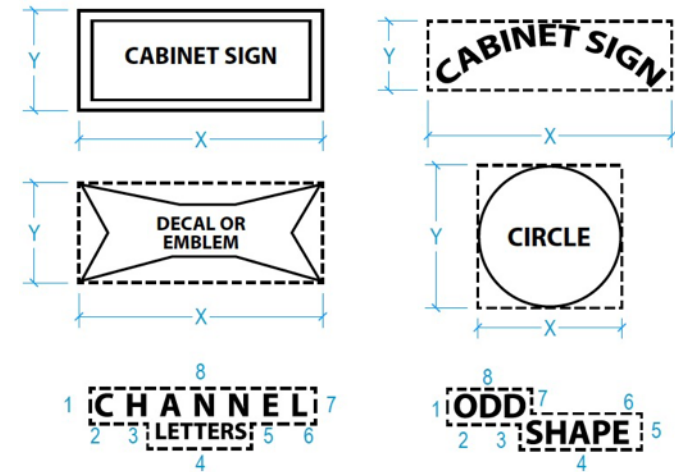
## ALLOWED SIGN TYPES

The following sign types are allowed throughout the entire CityPlace area. Refer to specific sign type requirements in this chapter for additional information on allowed sign types by land use.

- Wall Sign
- Pylon Sign
- Monument Sign
- Projecting Sign
- Awning / Canopy Sign
- Parapet Sign
- Window Sign
- Supergraphic Sign
- Rooftop Sign

## SIGN AREA

1. Allowable Sign Square Footage. All signs are measured based on every linear foot of structure frontage to determine the maximum allowable sign square footage, unless noted otherwise in Section 18.42.110 (Standards for Specific Types of Signs).
2. Sign Area Calculations. Sign area calculation is based on every linear foot of structure frontage, to a specified amount of sign square footage. For example, if a structure has 100 feet of linear frontage, and one foot of sign area is allowed for every foot of linear frontage, the maximum allowable sign square footage would be 100 square feet.
3. Sign Surface Area Calculation. The sign surface area shall be calculated by enclosing the extreme limits of framing, emblem, logo, representation, letters applied to the structure without a distinctive background (e.g., painted wall sign, channel letter), or other display with a single continuous perimeter composed of the smallest square, circle, rectangle, triangle, or combination thereof. See Figure 7a.
4. Additional sign area and/or sign types may be permitted. See Chapter 1.5 “Major and Minor Modifications”



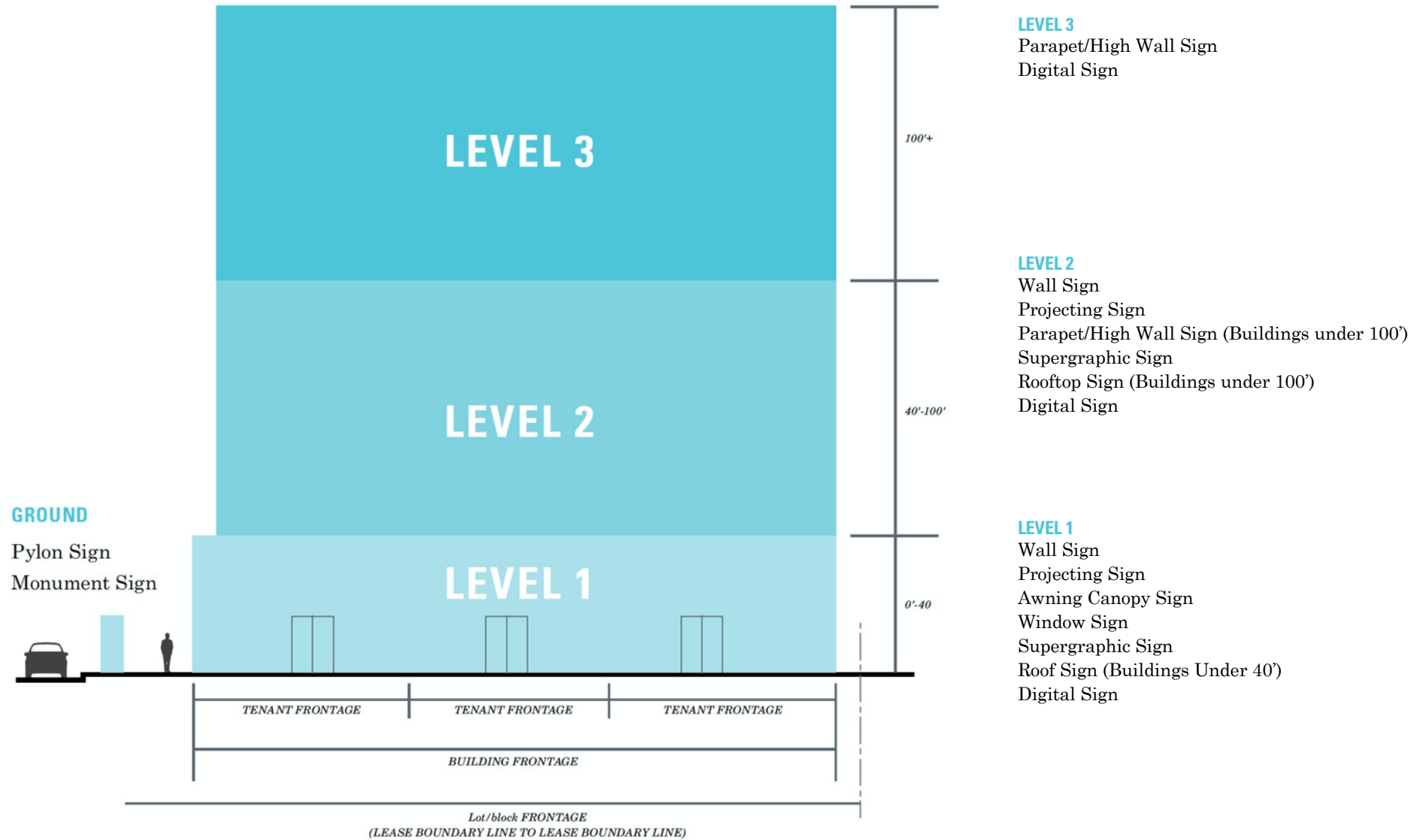
Numbers on the Channel Letters and Odd Shape sign graphics represent the sides that are measured to calculate the allowable sign area.

Figure 7a: Vertical Sign Zones & Frontage Delineations

## 7.1 VERTICAL ZONES & FRONTAGE DELINEATIONS

### 7.1.1 ALLOWED SIGN TYPES BY VERTICAL ZONE

Refer to expanded requirements for each sign type for Allowed Sign Types by Character Zone



## 7.2 WALL SIGNS

### 7.2.1 General Requirements

1. Any number of Wall Signs is allowed, provided that the sum of all sign areas does not exceed the maximum allowed sign area for the lot/block frontage.
2. Any building containing leased space for multiple tenants is considered a single establishment for the purpose of computing the sign area allowed on the exterior walls of such building.
3. Retail/Restaurant Tenants are allowed as many Wall Signs as desired per block frontage where their establishment is located as long as it does not exceed the maximum, calculated total square footage.

### 7.2.2 Sign Area

The sign area for a Wall Sign shall be included in the total allowed area for the lot/block frontage along which it is located.

### 7.2.3 Height

Wall Signs shall not exceed the height of the top of any roof or parapet line.

### 7.2.4 Projection

Signs may project a **maximum of two (2) feet** from the building wall, parapet or roof structure to which they are attached.

#### MULTI-TENANT BUILDING

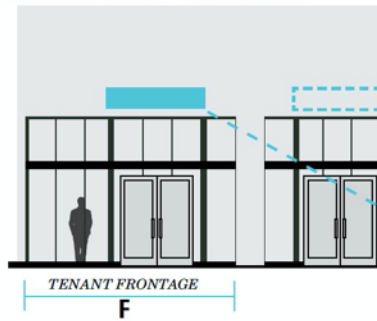


Figure 7.2a

#### SINGLE TENANT BUILDING

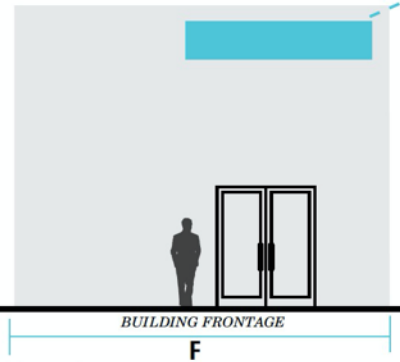


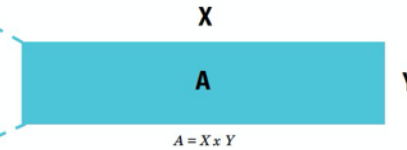
Figure 7.2b

ALLOWED SIGN AREA

$$F \times 2 = A$$

MAX SQ. FOOTAGE

$$A < 300\text{sf}$$



#### ALLOWED SIGN PROJECTION

Sign may not project over the top of roof or parapet line

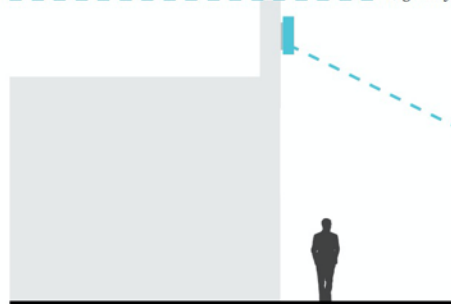


Figure 7.2c

$$D < 2 \text{ ft}$$

## 7.3 AWNING/CANOPIES

### 7.3.1 General Requirements

1. Any number of Awning/Canopy Signs is allowed, provided that the sum of the sign areas does not exceed the maximum allowed sign area for the lot/block frontage
2. Retail/Restaurant Tenants are allowed as many Awning/Canopy Signs as desired per lot/block frontage, as long as it does not exceed the maximum, calculated total square footage.
3. Each corner tenant may incorporate an Awning/ Canopy Sign at both of its frontages but shall distinguish its entry with a unique sign design.
4. All Awning/Canopy Signs shall align with major building elements such as cornices, string courses, window banding or vertical changes in material or texture and shall be thoughtfully integrated into the building design.
5. Signs may be integrated into the face of an awning or canopy.
6. Letterforms, logos and other graphic elements may be mounted to either the top or bottom edge of a canopy or thoughtfully integrated into the faces of the canopy.
7. Awnings shall be regularly maintained and kept in good condition.

### 7.3.2 Sign Area

1. The sign area for an Awning/Canopy sign shall be included in the total allowed area for the lot/block frontage along which it is located.
2. Signs incorporated into the front of a canopy shall be limited to **1.5 square feet per linear foot of canopy**. See Figure 7.3a
3. Signs incorporated into the side of a canopy shall be a **maximum of eight (8) square feet**.

### 7.3.3 Height

All Canopy/Awning Signs mounted to the bottom of a canopy structure shall be a **minimum of eight (8) feet above grade** for letterforms, logos and other graphic elements. See Figure 7.3b

### 7.3.4 Location & Projection

Awning/Canopy Signs are allowed to project over the lease boundary line into a private or public street as applicable, a **maximum of four (4) feet from the building but shall be a minimum of two (2) feet from the face of the curb**. See Figure 7.3b.

#### ALLOWED SIGN AREA

$$F \times 1.5 = A$$

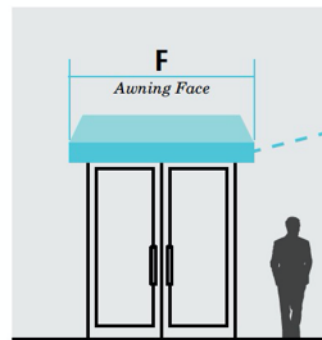
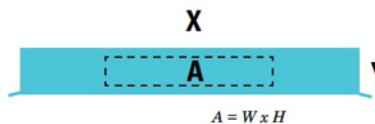


Figure 7.3a

#### MAX. SQ. FOOTAGE

$$A < 100sf$$



MIN. HEIGHT  
**H > 8ft**

#### MAX. PROJECTION

$$C > 2f$$

$$D < 4f$$

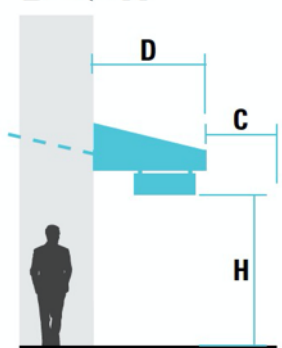


Figure 7.3b

## 7.4 PROJECTING SIGNS

### 7.4.1 General Requirements

1. Any number of Projecting Signs is allowed, provided that the sum of the sign areas does not exceed the maximum allowed sign area for the lot/block frontage.
2. Retail/Restaurant Tenants are allowed one Projecting Sign per lot/block frontage where their establishment is located, as long as it does not exceed the maximum, calculated total square footage.
3. Corner tenants may incorporate a Projecting Sign on the building corner with an angle of projection from the building facade between 135 and 150 degrees. Refer to Figure 7.4c.
4. The planes of Projecting Sign faces shall be between 75 and 90 from the building facade on which it is mounted. Refer to Figure 7.4c.
5. The planes of Projecting Sign faces shall be parallel to each other unless approved as an integral design element by the Community Development Director or the Planning Commission as provided under Section 1.5 of this CSP.
6. Projecting Signs shall align with major building elements such as cornices, string courses, window banding or vertical changes in material or texture.
7. No text, messages or logos shall be allowed on the portion of the sign parallel to the building face.
8. Projecting Signs shall be a minimum of 15 feet from another Projecting Sign.

### 7.4.2 Sign Area

1. The sign area for Projecting Signs shall be included in the total allowed area for the lot/block frontage along which it is located. The Sign Area for one (1) sign face only shall be counted towards this total.
2. Sign Area of all projecting signs visible to the same direction of traffic shall not exceed **one (1) square foot per linear foot of lot/block frontage up to 300 square feet.**

### 7.4.3 Height

1. A Projecting Sign may extend above the top of the roof or parapet of the wall in which it is located. **The extension shall not exceed 33 percent of the total vertical height of the sign.**
2. All Projecting Signs shall be a **minimum of eight (8) feet** above sidewalk grade.

### 7.4.4 Location & Projection

1. Projecting Signs are allowed to project over the lot/block line into a private or public street, as applicable, but shall be a minimum of two (2) feet from the face of the curb.
2. The distance in which a Projecting Sign is allowed over a private or public street, as applicable, shall be determined based on the mounting height of the sign. Refer to Figure 7.4a.
3. Placement must not conflict with utility boxes, fire hydrants, or light poles.

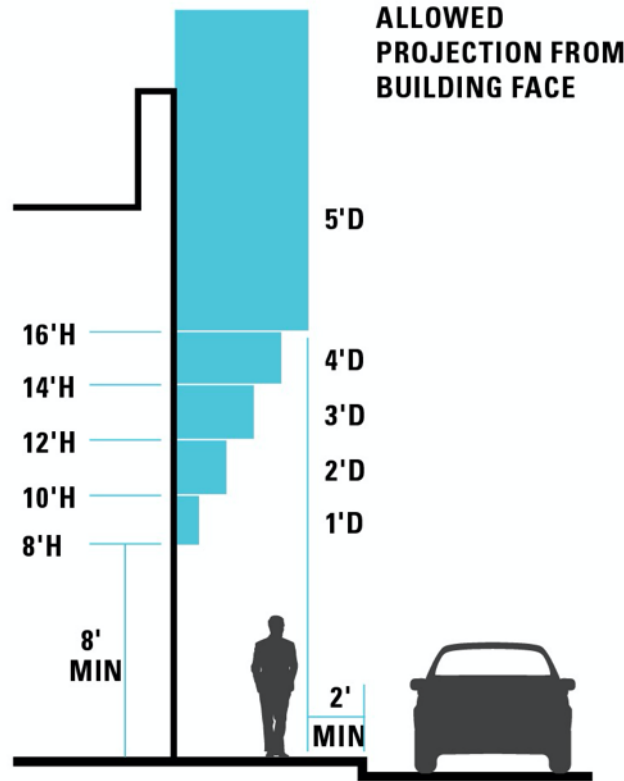


Figure 7.4a

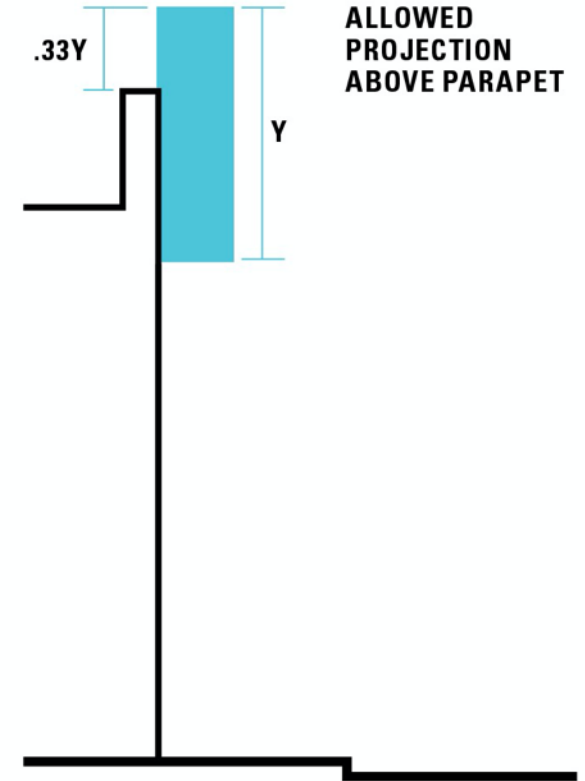


Figure 7.4b

### ALLOWED ANGLE OF PROJECTION FROM BUILDING FACE (PLAN VIEW)

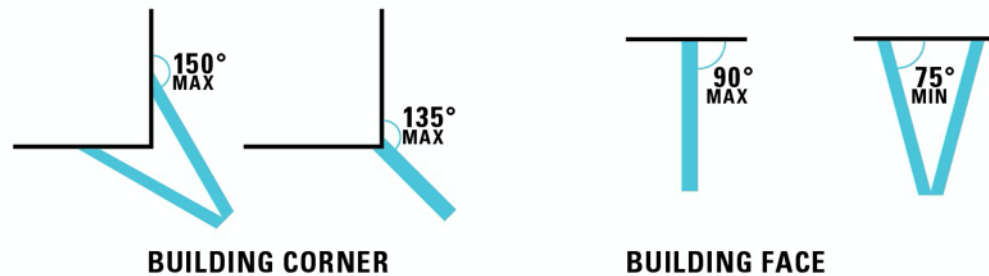


Figure 7.4c

## 7.5 PARAPET / HIGH WALL SIGNS

### 7.5.1 General

1. Two (2) Parapet/High Wall Signs shall be allowed per street-facing building elevation. Up to 4 Parapet/High Walls Signs are allowed per building. These signs are not allowed on alley-facing building elevations.
2. Parapet/High Wall Signs shall be wall mounted and shall not break the plane of the roof or parapet of the building face on which they are mounted.
3. Parapet/High Wall Signs shall display the name and/or logo of one (1) tenant only.
4. Parapet/High Wall Signs shall be thoughtfully integrated into the building design, placed with ample space around their perimeter and shall align with major building elements such as cornices, string courses, window banding.
5. Parapet/High Wall Signs may be Digital Displays provided content is restricted to the tenant's brand identity. No advertising imagery content will be allowed.

### 7.5.2 Sign Area

As corporate logos vary in size and proportion, modifications in square footage and height allowances may be allowed if the overall allowed square footage for the lot/block frontage on which it is located is not exceeded. Drawings shall be

submitted as provided in Section 1.5 of this CSP demonstrating that a square footage and/or height exceeding the maximum allowed numbers outlined below will be necessary for clear viewing at a distance of 1/2 mile.

1. The sign area for a Parapet/High Wall Sign shall be included in the total allowed area for the lot/block frontage along which it is located.
2. Parapet/High Wall Signs shall not exceed 350 square feet in area without an approved variance as described above.

### 7.5.3 Height

Parapet/High Wall Signs shall not exceed **15 feet in height** without an approved modification as described in Section 1.5 of this CSP.

### 7.5.4 Projection

Parapet/High Wall Signs are allowed to project over the lot/block line into a private or public street or the public right-of-way, as applicable, a **maximum of two (2) feet from the building face** on which it is mounted.

## ALLOWED SIGN AREA, HEIGHT & PROJECTION

$$Y < 15\text{ft}$$

$$A < 350\text{sf}$$

$$D < 2\text{ft}$$

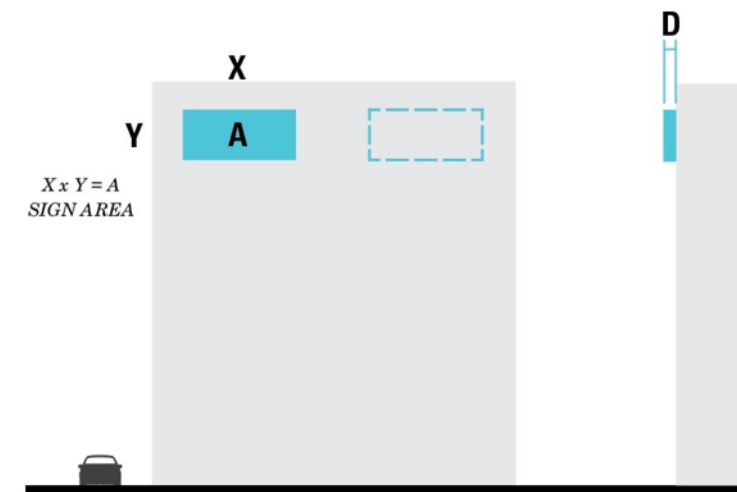


Figure 7.5a



## 7.6 FREESTANDING PYLON SIGNS

### 7.6.1 General

1. Prohibited
  - a. Pylon Signs are not allowed for in-line retail businesses within a multi-use building.
  - b. Pylon Signs may be Digital Displays, provided that any Pylon Sign that is an Off-Site Sign shall be prohibited unless the Pylon Sign complies with the requirements set forth in Section 5.3 hereof
  - c. Pylon Signs shall not be allowed on a lot/block having less than 50 feet of frontage.
2. Location
  - a. Pylon Signs shall be set back at least five (5) feet from the intersection of a driveway and a private or public street or easement or the public right-of-way, as applicable, and shall not interfere with or present a hazard to pedestrian or vehicular traffic including required vehicular site distance triangles.
  - b. Pylon Signs shall not project over an established lease boundary line.
  - c. Pylon Signs shall be located at least 7.5 feet from interior lot/block lines and at least 15 feet from any other Pylon Sign, Monument Sign or Projecting Sign.
  - d. Sight Vision Safety Clearance Triangles need to be considered with any sign placed in sidewalk areas and evaluated in the

context of traffic speed or other traffic control measures.

- e. Pylon Signs shall not be placed within a 25-foot visibility triangle at corners.
- f. There shall be no more than one Pylon Sign for every 150 feet of lot/block frontage.

### 7.6.2 Dimensions

1. Height
  - a. Pylon Signs shall not exceed a **height of 30 feet** above the sidewalk grade or edge of roadway grade nearest the sign, as measured from the grade to the top of the sign.
    - a. The top of a Pylon Sign shall be at least three feet below the height of any adjacent building elevation on the lot/block where the Pylon Sign is located.
2. Width
  - b. Pylon Signs shall not exceed a **width of seven (7) feet**.
  - c. Pylon Signs shall not have a horizontal dimension that exceeds **35 percent** of the length of the vertical dimension.

### ALLOWED SIGN DIMENSIONS

$$X < 7 \text{ ft}$$

$$Y < 30 \text{ ft}$$

### ALLOWED SIGN PROPORTION

$$X < .35Y$$

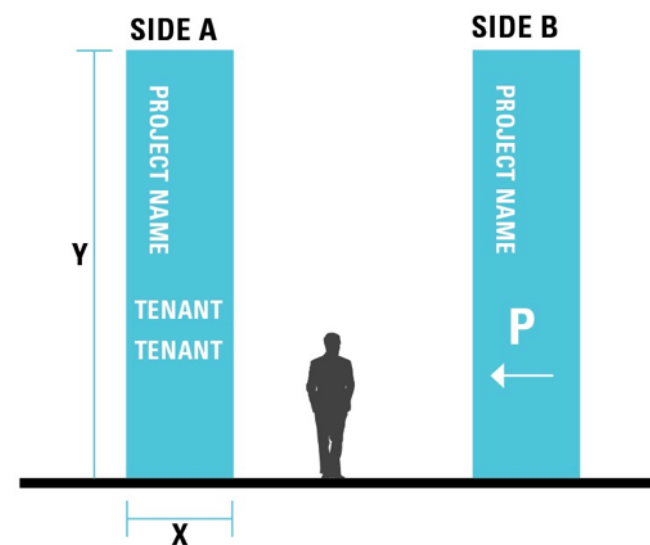


Figure 7.6a

## 7.7 MONUMENT

### 7.7.1 General

1. Prohibited
  - a. Monument Signs may be Digital Displays provided it is an On-Site Sign restricted to the tenant's brand identity.
  - b. Monument Signs are not allowed on that portion of a lot/block having less than 50 feet of lot/block frontage.
2. Location
  - a. Monument Signs shall be set back at least 10 feet from the intersection of a driveway and a private or public street, or the public right-of-way, as applicable, and shall not interfere with or present a hazard to pedestrian or vehicular traffic, including required site distance triangles.
  - b. Monument Signs shall not project over an established lease boundary line.
  - c. Monument Signs shall be at least 7.5' from interior lot/block lines and 15 feet from another Monument Sign, Pylon Sign or Projecting Sign.
  - d. Monument Signs shall not be placed within a 25-foot visibility triangle at corners.
  - e. Sight Vision Safety Clearance Triangles need to be considered with any sign placed in sidewalk areas and evaluated in the context of traffic speed or other traffic control measures.

### 7.7.2 Dimensions

1. Monument Signs shall not exceed a **height of eight (8) feet** above the sidewalk grade or edge of roadway grade nearest the sign, as measured from the grade to the top of the sign.
2. The horizontal dimension of a Monument Sign shall be **equal to or greater** than its vertical dimension.

### 7.7.3 Sign Area

1. The sign area for a Monument Sign shall be included in the total allowed area for the lot/block frontage along which it is located.
2. Area of all Monument Signs shall not exceed 1.5 square feet per linear foot of Building Frontage nor a maximum of 300 square feet for the sign face visible to the same direction of traffic.
4. The sign area for a Monument Sign shall be calculated as the combined area of each primary sign face with graphics and/or messaging. Blank sign faces do not count towards sign area.

### ALLOWED SIGN DIMENSIONS

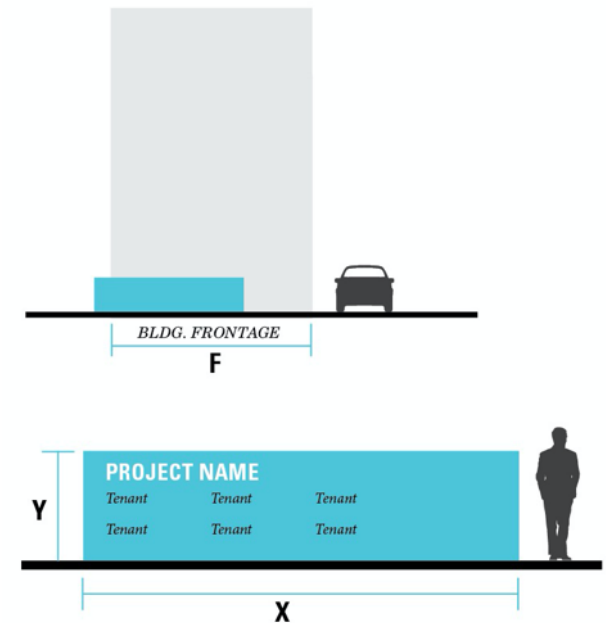
$$Y < 8 \text{ ft}$$

$$Y \leq X$$

### ALLOWED SIGN AREA

$$F \times 1.5 = A$$

$$A < 300 \text{sf}$$



## 7.8 WINDOW SIGNS

### 7.8.1 General

1. No portion of any Window Sign shall be located above the second story of the building on which it is placed or higher than 40 feet above grade, whichever is lower.
2. Window Signs shall not exceed 15 percent of the cumulative glassed area of all windows on the building elevation. The area of a window signs on any given window may be further restricted by the Building Code or the Fire Code.
3. The aggregate area of all Window Signs shall be included as part of the Maximum Permitted Sign Area.

## 7.9 SUPERGRAPHICS

### 7.9.1 Longer Term Duration Supergraphic Signage:

1. One supergraphic sign may be allowed on each non-residential building having a Building Height of at least sixty-five (65) feet or on a parking garage with three or more parking levels above grade, subject to the following:
  - a. No supergraphic sign shall cover any portion of a door, and also windows unless perforated allowing at least 35% vision area.
  - b. Any supergraphic sign shall be displayed for no more than one hundred twenty consecutive days and no more than one hundred twenty days in a calendar year.

### 7.9.2 Shorter Term Duration Supergraphic Signage

1. In addition to the longer-term duration supergraphics addressed in Section 7.9.1, one supergraphic sign may be allowed on each non-residential building having a building height of at least sixty-five (65) feet in connection with no more than forty special events per calendar year, subject to all of the following:
  - a. The shorter-term supergraphic sign shall be displayed in connection with a special event for a duration not to exceed a total of thirty-five consecutive days, and no building shall be allowed to display a Shorter-Term Duration Supergraphic Sign for more than 120 days total in a calendar year.
  - b. No supergraphic sign shall cover any portion of a door, and also windows unless perforated allowing at least 35% vision area.

### 7.9.3 All Supergraphic signs shall conform to all of the following:

1. All supergraphic signs must obtain a sign permit;
2. A supergraphic sign shall be located on no more than one building facade and the sign area shall not exceed the area of the building facade on which it is located, except that such sign may be located on two building facades provided the total sign area is not greater than would otherwise be allowed on the larger of the two building facades;
3. A supergraphic sign may consist of non-contiguous segments;
4. No supergraphic sign shall be illuminated;
5. No supergraphic sign shall be a roof sign;
6. A supergraphic sign shall comply with all life safety requirements, including but not limited to all requirements of the City of Santa Clara Fire and Building Codes;
7. A supergraphic sign shall be maintained in good condition at all times and the sign surface shall be free of dirt, rips and tears;
8. A supergraphic sign shall not reduce otherwise allowable sign area for a building or parcel.
9. A supergraphic sign shall be in conformance with any requirements applicable under state or federal law or regulations including but not limited to height, separation, or other location requirements;
10. A supergraphic sign authorized by the Longer Duration Supergraphics section shall not be displayed on a building concurrent with the display of a supergraphic sign authorized by Shorter Duration Supergraphics section;
11. Supergraphic signs are encouraged to have a translucent background but may have an opaque background.

## 7.10 ROOFTOP SIGNS

### 7.10.1 General Requirements

1. All Rooftop Signs shall be thoughtfully integrated into the architecture of the building.
2. Rooftop signs shall be appropriately scaled for the building and street on which they are located.
3. Rooftop Signs are not allowed to block views of other buildings.
4. Rooftop signs are not allowed to project over any facade of the building on which they are located.
5. Rooftop Signs may extend beyond the frame or structure to which they are attached.
6. FAA clearance may be required for rooftop signs.

### 7.10.2 Sign Area

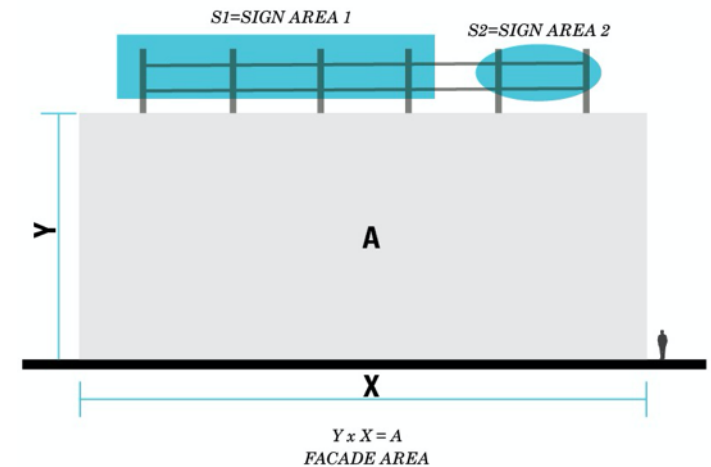
1. The sign area for a Rooftop Sign shall be included in the total allowed area for the lot/ block frontage along which it is located.
2. The sign area of a Rooftop Sign shall be calculated as the total area of letters, logos and other design elements attached to the supporting structure.
3. The sign area for a Rooftop Sign shall be included in the total allowed area for the lot/ block frontage along which it is located.
4. The sign area of a Rooftop Sign shall **not exceed 25 percent** of the area of the building elevation on which it is located.

### 7.10.3 Projection

Rooftop Signs are allowed to project a **maximum of two (2) feet from their supporting structure**. Signs may not project beyond building face.

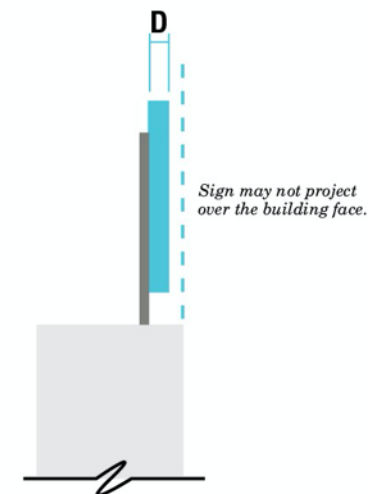
### ALLOWED SIGN AREA

$$S1 + S2 < .25 A$$



### ALLOWED SIGN PROJECTION

$$D < 2 \text{ ft}$$



## 7.11 DIGITAL SIGNS

### 7.11.1 General Requirements

In consideration of advancements in technology and affordability. Digital Signs shall be allowed that promote cutting-edge technology and reinforce the identity of CityPlace.

1. Digital Signs are prohibited in MCP Lighting Character Zone A and Zone B (see Exhibit 7-3 of the MCP). Where allowable, all sign types permitted in this Sign Program can use Digital Displays, except Supergraphics. Gateway Signs, and Temporary Signs.
2. Locations and design of Digital Signs shall be approved by the City consistent with this CSP.
3. Digital Signs shall be thoughtfully integrated into the architecture and appropriately scaled for the building and street on which they are located.
4. Content displayed on Digital Signs facing public streets shall take at least one (1) second to fade into the content from the immediately prior content and shall take at least one (1) second to fade out of the content to the immediately succeeding content for a total maximum transition period of two (2) seconds.
5. Sound shall be allowed only during special events, for example, celebrations, festivals, or Stadium-sponsored events.
6. Digital Signs shall not use stroboscopic or flashing elements which rapidly change direction, oscillate, flash or reverse in contrast.
7. Digital Signs shall not incorporate driver interaction features.
8. Digital Signs that are architecturally integrated into buildings may cover windows provided they use mesh, blade or louver technology which allows transparency through the windows.

### 7.11.2 Digital Signage within City Center Core Sub-District

1. Pedestrian scale signs (below 12 feet) within the City Center Core Sub-District are permitted and may be Digital Signs and/or Animated Signs, subject to limitations on Off-Site Signs set forth in Section 5.3. Animated Signs may not be used in locations that could be a distraction to motorists.

### 7.11.3 Design Approach

1. Content for digital signage is often provided in fixed proportion ratios. A unique and creative approach for Digital Signs is encouraged with the following types of elements included:
  - a. Specialized lighting, audio and other effects for use in special events;
  - b. Curved and/or multi-planar forms and projection surfaces;
  - c. Integration of live action for special events; Thematic lighting;
  - d. Sustainable technologies;
  - e. Control systems which allow for social media/mobile device interaction between pedestrians and the Digital Sign

### 7.11.4 LED Display Standards

1. All Digital Signs are required to be:
  - a. exterior grade LED RGB displays
  - b. Remote and scheduled dimming capable

### 7.11.5 Lighting Standards

1. All digital signs must meet the following luminance limits based on time of day and ambient lighting conditions:
2. Weekdays (Sunday-Wednesday)
  - a. Daytime: From sunrise until 20 minutes prior to sunset, luminance shall not exceed 6,000 candelas per meter squared.
  - b. Evening: From sunset until 20 minutes prior to 10:00 p.m., luminance shall not exceed 300 candelas per meter squared.
3. Weekends (Thursday-Saturday, New Year's Eve, July 4th, Days with Events at Levi's Stadium)
  - a. Daytime: From sunrise until 20 minutes prior to sunset, luminance shall not exceed 6,000 candelas per meter squared.
  - b. Evening: From sunset until 20 minutes prior to 2:00 a.m., luminance shall not exceed 300 candelas per meter squared.
  - c. Digital Signs shall not operate from 2:00 a.m. until sunrise.
4. Sign luminance shall transition smoothly between the designated levels listed above. The sign luminance transition shall occur over a time period of no less than 20 minutes.
  - a. Digital Signs shall include a programmable control system to automatically reduce the luminance level as necessary.

### 7.11.6 Sign Area for Digital Billboards and Large Off-Site Wall Signs

1. The sign area for Billboards and Large Off-Site Wall Signs that include Digital Display shall be governed by Section 5.3 of this CSP.

# 8 TEMPORARY SIGNAGE

Individual projects within CityPlace are encouraged to implement highly creative and well-designed project-related temporary signs prior to opening and for leasing after opening. Bold and eye-catching temporary signs that are graphic in nature serve to:

- a. Create excitement and anticipation for a project's completion;
- b. Provide information on the project development and design teams;
- c. Provide leasing information; and
- d. Reinforce CityPlace's brand principles and commitment to design excellence.

## 8.1 CONSTRUCTION WALLS AND PHASE DEVELOPMENT BARRICADES

The following approaches to design and materials are encouraged for Temporary Barricades:

1. Props and extensions over the top edge of the barricade to add a varied profile, improving interest and character
2. Cut-outs and windows in the wall with views into the construction site
3. Integrated thematic lighting
4. Hand-painted graphics or graphics crafted on-site alternative textures and materials
5. Professional graphics used to promote project uses, branding and lifestyle

## 8.2 LEASING GENERAL

1. "For Rent", "For Sale", and "For Lease" signs shall be posted on the subject parcel that is being advertised by an authorized agent.
2. Real estate signs shall not exceed 32 square feet for multi-family or non-residential for each side of a double-sided sign.
3. There shall be no more than one sign per street frontage.
4. Illuminated real estate signs are prohibited.

## 8.3 LEASING SIGNS (PRE-OPENING)

The following types of pre-opening leasing signs outlined in the MCP document shall be used prior to project opening:

1. 4' W x 8' H Panel Sign for leasing information.
2. 12' W x 8' H Panel Sign for either leasing or project team information.

## 8.4 LEASING SIGNS (POST-OPENING)

All post-opening temporary leasing signs shall conform to the requirements outlined in Section 3: General Design Standards. In addition, Leasing Signs shall:

1. Be designed by a professional graphic design or marketing firm;
2. Artfully combine typography, color, graphics and/ or photography
3. Be constructed of durable, non-fading materials
4. Be securely fastened, anchored and/or applied to the building face; and
5. Be removed within thirty (30) days after leased space is not available.

Post-opening temporary Leasing Signs shall not be counted in the overall lot/block frontage based square footage.

## 8.5 TEMPORARY SIGNAGE FOR SPECIAL EVENTS

1. Temporary Event Signs are permitted in accordance with this Section 8.5. Temporary Event Signs that advertise Special Events or that include Special Event sponsor information shall not be classified as Off-Site Signs.
2. Temporary Event Signs may take many forms depending on the type of Special Event, but may include, without limitation, free-standing digital and static signs, portable or A-Frame Signs, banners and flags affixed to permanent or temporary structures, removable decals and paper or cardboard posters affixed to buildings, inflatable signs (such as balloons and tube signs), stages with integrated or attached signage, digital projection, and other forms of non-permanent static signs for event vendors, sponsors and retail center event promotion.
3. Temporary Event Signs must comply with the City's regular permit processes applicable to construction or encroachments, to the extent applicable, (e.g., signs requiring electrical permits, located on structures requiring building permits, or located on light poles within the public right-of-way).
4. Individual Temporary Event Signs associated with a Special Event that includes fewer than ten (10) signs shall not require a sign permit or City approval unless the Temporary Event Sign (i) requires a power source or building permit, (ii) is located within the public right-of-way, or (iii) faces or is easily discernible by pedestrians or occupants of automobiles from Great America Parkway, Lafayette Street, Tasman Drive, or CityPlace Parkway. Temporary Event Signs associated with a Special Event that includes ten (10) or more signs shall be processed in accordance with Section 8.5(5) of this CSP.
5. Temporary Event Signs associated with a Special Event that includes ten (10) or more signs will require Director approval of a Temporary Event Sign Program. At least thirty (30) days prior to the applicable Special Event (or such shorter period of time if approved by the Director in his discretion), the sponsor shall submit to the Director for approval a Temporary Event Sign Program that sets forth the nature and duration of the Special Event, and the general type and approximate location and number of Temporary Event Signs proposed, including the number and general location of illuminated signs. The Director shall approve the Temporary Event Sign Program within fifteen (15) business days of the request if he or she is satisfied upon investigation as to the safety, compatibility and aesthetics of the Temporary Event Signs proposed in a Temporary Event Sign Program and finds that the proposed Temporary Event Sign Program is generally consistent with the overall intent of this CSP. If the Director rejects the Temporary Event Sign Program, he or she shall provide reasonably detailed findings supporting the rejection, and the applicant may submit a new or amended application addressing the reasons for rejection. Sign permits for individual Temporary Event Signs that are consistent with an approved Temporary Event Sign Program will not be required. If the Director fails to respond to a request for approval within fifteen (15) business days, the sponsor may submit a second request for approval and to meet and confer with the Director.



RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SANTA CLARA, CALIFORNIA, RECOMMENDING THE CITY COUNCIL APPROVE A COMPREHENSIVE SIGNAGE PROGRAM FOR PARCELS 4 AND 5 OF THE RELATED SANTA CLARA PROJECT LOCATED AT 5155 STARS AND STRIPES DRIVE (APN 104-03-036)**

SCH#2014072078  
CEQ2014-11180 (EIR)

**BE IT RESOLVED BY THE PLANNING COMMISSION OF THE CITY OF SANTA CLARA AS FOLLOWS:**

**WHEREAS**, on June 28, 2016, the Santa Clara City Council approved a number of entitlements for the proposed construction by Related Santa Clara, LLC (the “Applicant”) of a new multi-phased, mixed-use development known as the Related Santa Clara Project (the “Project”);

**WHEREAS**, the Project entitlements approved by the City Council on June 28, 2016, included Resolution No. 16-8339, which rezoned the Project site to the PD-MC (Planned Development-Master Community) zoning district;

**WHEREAS**, on June 28, 2016, the City Council adopted Resolution No. 16-8337, certifying a Final Environmental Impact Report (“Final EIR”) pursuant to the provisions of the California Environmental Quality Act (Cal. Pub. Res. §§ 21000 et seq.) (“CEQA”) together with the State CEQA Guidelines (14 CCR § 15000 et seq.) (“CEQA Guidelines”) and adopting CEQA findings and a Mitigation Monitoring and Reporting Program (“MMRP”) in accordance with CEQA and the CEQA Guidelines;

**WHEREAS**, pursuant to Resolution No. 16-8339, buildout of the Project is governed by a Master Community Plan (the “MCP”) dated April 5, 2017, which anticipates three Comprehensive Signage Programs (CSP), with one CSP required to regulate signage within Parcels 4 and 5 and separate CSPs required to regulate signage within each of Parcels 1 and 2;

**WHEREAS**, the MCP establishes that CSPs shall establish standards for signage and the

Citywide standards in 18.80 of the Santa Clara City Code shall not be applicable;

**WHEREAS**, the MCP requires that the CSP establish specific limitations on sign height, sign location, sign quantities, and total sign areas, and the proposed CSP contains such limitations in Chapter 7 (“Signage Calculation and Diagrams”);

**WHEREAS**, the MCP requires that CSPs establish regulations for sign characteristics including illumination and electronic imagery, and the proposed CSP contains such regulations in Sections 2.3 (“Signage Illumination”) and 7.11 (“Digital Signs”);

**WHEREAS**, the MCP requires that CSPs establish regulations for seasonal and temporary signage, and the proposed CSP contains such regulations in Chapter 8 (“Temporary Signage”);

**WHEREAS**, in adopting the MCP, the City Council found that creating a specific, limited exception to the limitations on outdoor off-site advertising for advertising within the Project that faces inward into the Project site or faces toward Levi’s Stadium on Tasman Drive will facilitate the City’s objective to create a vibrant mixed-use urban core, creating a pedestrian-friendly “live, work, and play” environment that will function as a well-defined center for the Santa Clara Community (MCP § 7.1, p. 182);

**WHEREAS**, the City Council further found that creating the specific limited exception described above in an adopted CSP would not weaken the direct link between the City’s objectives and its general prohibition of new billboards, and will not denigrate the City’s interests in reducing visual clutter and blight to the appearance of the City, and in promoting traffic safety and reducing traffic hazards (MCP § 7.1, p. 182);

**WHEREAS**, subject to the foregoing, the MCP provides that CSPs may allow for outdoor advertising (billboards) in the City Center (Parcels 4 and 5), provided that such outdoor advertising face inward into the City Center, except outdoor advertising may face outward toward Levi’s Stadium on Tasman Drive, and the proposed CSP contains provisions regulating such outdoor advertising within the prescribed limitations in Chapter 5 (“Sponsorship & Advertising Sign Types”);

**WHEREAS**, the impacts of the proposed Comprehensive Signage Program for Parcels 4 and 5 implement the MCP which was analyzed within the Final EIR;

**WHEREAS**, prior to taking action on this Resolution, the Planning Commission has exercised its independent judgment and reviewed and considered the Final EIR and determined that no further environmental review is required for the proposed Comprehensive Signage Program for Parcels 4 and 5 of the Project; and

**WHEREAS**, on November 18, 2020, the Planning Commission held a duly noticed public hearing to consider CSP for Parcels 4 and 5, at which time interested persons were given an opportunity to give testimony and provide evidence in support of and in opposition to the proposed CSP for Parcels 4 and 5.

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

1. Recitals. That the Planning Commission hereby finds that the above Recitals are true and correct and by this reference makes them a part hereof.
2. Findings. Pursuant to Section 2.7.2.6 of the DAP Procedures, the Planning Commission finds that the Comprehensive Signage Program for Parcels 4 and 5 is consistent with the MCP.
3. Approval Recommendation. That the Planning Commission hereby recommends that the City Council approve the Comprehensive Signage Program for Parcels 4 and 5, as set forth in Attachment 1, which is attached hereto and incorporated herein by this reference.
4. Effective Date. This resolution shall become effective immediately.

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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 18TH DAY OF NOVEMBER, 2020, BY THE FOLLOWING VOTE:

AYES:                    COMMISSIONERS:  
NOES:                    COMMISSIONERS:  
ABSENT:                COMMISSIONERS:  
ABSTAINED:            COMMISSIONERS:

ATTEST: \_\_\_\_\_  
ANDREW CRABTREE  
DIRECTOR OF COMMUNITY DEVELOPMENT  
CITY OF SANTA CLARA

Attachment Incorporated by Reference:  
1. Comprehensive Signage Program for Parcels 4 and 5