

RESOLUTION NO. _____

**A RESOLUTION OF THE CITY OF SANTA CLARA, CALIFORNIA
APPROVING 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 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; and,

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, 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;

WHEREAS, after consideration of the CSP, the Planning Commission unanimously voted to recommend that the City Council approve the CSP, with three additional recommendations that have been incorporated into the current version of the CSP;

WHEREAS, prior to taking action on this Resolution, the City Council 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 January 12, 2021, the City Council 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 CITY OF SANTA CLARA AS
FOLLOWS**

1. Recitals. That the City Council 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 City Council finds that the Comprehensive Signage Program for Parcels 4 and 5 is consistent with the MCP.
3. Approval. That the City Council hereby approves 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.

I HEREBY CERTIFY THE FOREGOING TO BE A TRUE COPY OF A RESOLUTION PASSED AND ADOPTED BY THE CITY OF SANTA CLARA, CALIFORNIA, AT A REGULAR MEETING THEREOF HELD ON THE ___ DAY OF _____, 2021, BY THE FOLLOWING VOTE:

AYES: COUNCILORS:
NOES: COUNCILORS:
ABSENT: COUNCILORS:
ABSTAINED: COUNCILORS:

ATTEST: _____
NORA PIMENTEL, MMC
ASSISTANT CITY CLERK
CITY OF SANTA CLARA

Attachments incorporated by reference:
1. Draft Comprehensive Sign Program for Parcels 4 and 5 for the Related Santa Clara Project

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