



December 23, 2020

By Email and Overnight Mail, Next Business Day

Reena Brilliot
Planning Manager
City of Santa Clara
1500 Warburton Avenue
Santa Clara, CA 95050

Re: Related Santa Clara – Comprehensive Sign Program for Parcels 4 and 5

Dear Reena,

As you know, on November 18, 2020, the Planning Commission found that the Comprehensive Sign Program for Parcels 4 and 5 of the Related Santa Clara project (“CSP”) is consistent with the project’s Master Community Plan and recommended that the City Council approve the CSP with three recommendations. We propose to address those recommendations by making the following additions to the CSP in the locations specified below:

1. PSA

Add the following to Section 1.8 (Definitions), approx. pg. 10:

“Public Service Announcements (PSA). Messages, created by the City Manager’s Office, to notify residents and visitors of matters pertinent to the City of Santa Clara within the parameters defined by City Council policy adopted for the City Place project site.”

Add to Section 5.3 (Specific Limitations on Off-Site Advertising Displays), approx. pg. 24:

“Public Service Announcements on Tasman-Oriented Billboard Faces. Tasman-oriented Billboard faces will, in the aggregate, provide the opportunity for up to 10% Public Service Announcement use, free of charge to the City, of one full face of copy exposure based on daily use (e.g. 36.5 days per year), and at least 50% of such Public Service Announcement use shall occur during the hours of 6:00 a.m. and 9:00 p.m. daily. Public Service Announcements must be requested, scheduled and coordinated with the applicable ground lessee (or its designee) by the City Manager’s Office pursuant to procedures to be agreed upon by the City Manager and such ground lessee.”

2. Wayfinding; Design Guidelines

Add to Section 3.4.2 (Parking Identity & Regulation), clause (3), approx. pg. 16:

“The Parking Vehicle Management Signage will guide drivers to parking garage locations using digital “available parking spaces” indicators and will be supplemented inside the garages with “green light / red light” systems that locate open parking stalls.”

Change the heading of Section 3.5 to “Directional/Wayfinding Standards and Typology” and add as a new Subsection 3.5.1 (Overall Standards for Wayfinding Signs), approx. pg. 16:

- “1. Wayfinding signage typologies in Sections 3.5.2, 3.5.3 and 3.6 shall comply with the applicable wayfinding signage standards set forth in this Section 3.5.1.
2. Wayfinding systems for City Place orientation and navigation will follow national and state accessibility standards and will provide ease-of-use to all visitors across multiple languages; achieved in part through extensive use of internationally recognized graphic symbols and pictographs. Such wayfinding symbols will be used in static signs, digital screens and printed materials and will be incorporated into both vehicular and pedestrian wayfinding. Where appropriate for enhanced navigation, written descriptors will accompany the symbols.
3. Digital screen content programmability will allow multiple languages to be linked to wayfinding digital display maps accessed by touch and by voice.
4. The majority of static and digital wayfinding components will be located within public realm sidewalks, parks and plazas and will be carefully integrated into the public realm landscape environment, utilizing biophilic design principles as appropriate.”

3. Solar

Amend and restate Section 2.3 (Signage Illumination), clause (5), approx. pg. 12 as follows:

- “5. Illuminated signs shall incorporate energy-efficient fixtures to the greatest extent possible, including deriving energy from solar power where practicable.”

Please confirm this is acceptable to the City, and we will promptly prepare an updated CSP which incorporates the additions described above.

Very truly yours,

RELATED SANTA CLARA, LLC,
a Delaware limited liability company

By: 
Name: Steve Eimer
Title: Executive Vice President

Cc: Ruth Shikada
Andrew Crabtree
Alexander Abbe, Esq.
Elizabeth Klotz, Esq.
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