



**City Council Meeting**

**Item 4 RTC 21-1304**  
**Related Santa Clara**  
**Comprehensive Signage**  
**Program for Parcels 4 & 5**

**February 9, 2021**

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**City of Santa Clara**  
The Center of What's Possible

**Related Santa Clara CSP**

**Project Background**

- “Urban Destination” in North Santa Clara
- 240 Acre Site
- 9.16M SF of office, retail, food and beverage, entertainment, hotels and residential uses



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## Related Santa Clara CSP

### Project Background

- 2016 Entitlements
  - Project EIR
  - Master Community Plan (MCP)
  - Development Agreement (DA)
  - Development Area Plan (DAP) required for each phase
- 2020 approval of DAPs 1 & 2 for Parcels 4 & 5



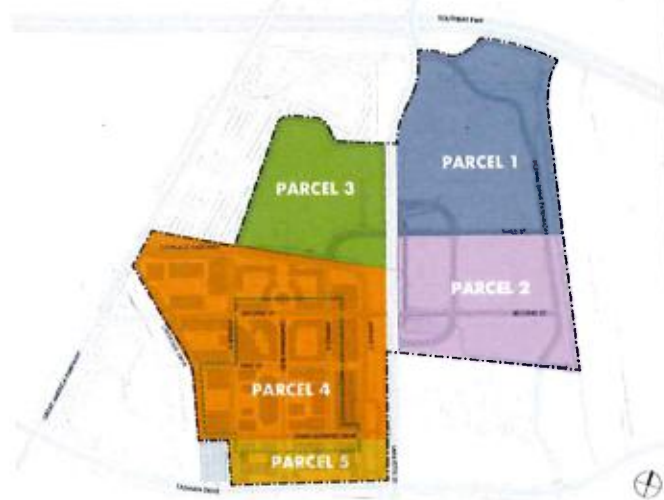
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## Related Santa Clara CSP

### CSP Purpose

- Provide Comprehensive Sign Program for Parcels 4 & 5 (City Center)
- Establish unique sign regulations that align with the overall vision for the project
- Implements and conforms to the MCP



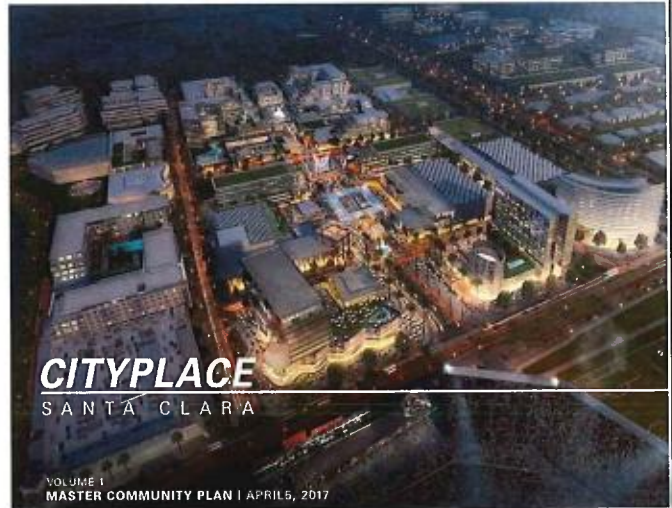
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## Related Santa Clara CSP

### MCP Conformance

- MCP Chapter 7 outlines Project signage requirements & allowances
- Overall objective to create a vibrant mixed-use, urban core, creating a pedestrian friendly “live, work, and play” environment through diverse and dynamic signage
- Parcels 4 & 5 (the “City Center”) are the most pedestrian oriented area of the project



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## Related Santa Clara CSP

### MCP Conformance-Part 2

MCP defines Signage Design Principles, which the CSP is 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



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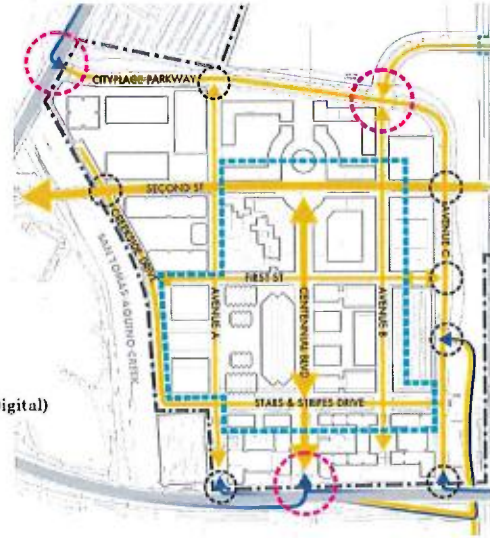


## Related Santa Clara CSP

### Sign Types – Project Signage

- Hierarchy of Sign Types
- Provide information, advertising, and placemaking
- Gateway Signs
  - Major Gateways
  - Minor Gateways
- Directional Signs

- Freeway
- Regional Road
- Interior Street
- Ceremonial Gateway (Digital)
- Minor Gateway



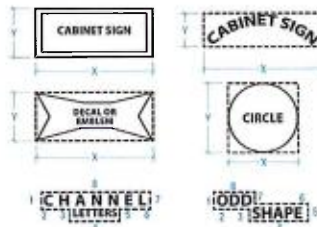
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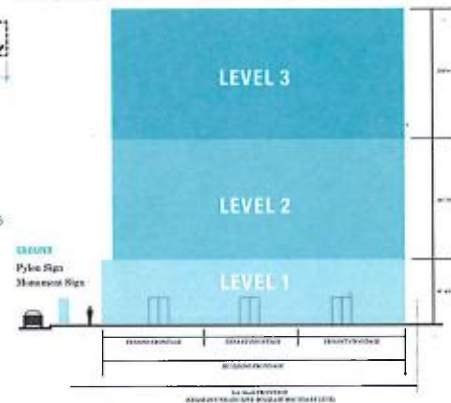
## Related Santa Clara CSP

### Sign Types – Tenant Signage

- Freestanding/Monument
- Building Mounted
- Storefront
- Projecting
- Supergraphic/Building Integrated
- Rooftop



7.1.1 ALLOWED SIGN TYPES BY VERTICAL ZONE  
Refer to expanded requirements for each sign type for Allowed Sign Types by Character Zone



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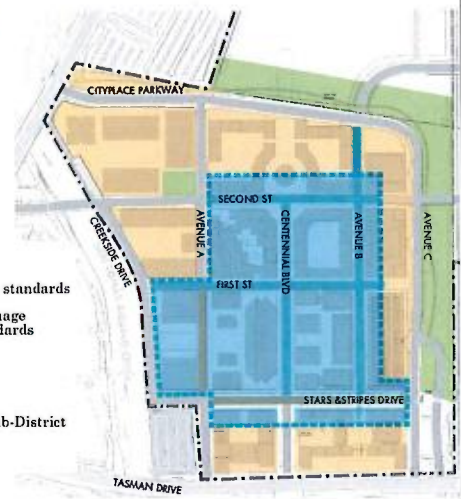
## Related Santa Clara CSP

### Sign Types – Sponsorship & Advertising

- Inward Facing Signs within City Center Core Sub-District:
  - limited to 12' height if within 100' of residential building or using animation;
  - otherwise limited to 40' height
- Inward Facing Signs outside the City Center Core Sub-District:
  - limited to 12' in height

#### LEGEND

- Public Park signage standards
- Private Realm - signage subject to CSP standards
- Public Street
- Private St.
- City Center Core Sub-District
- Project Limits



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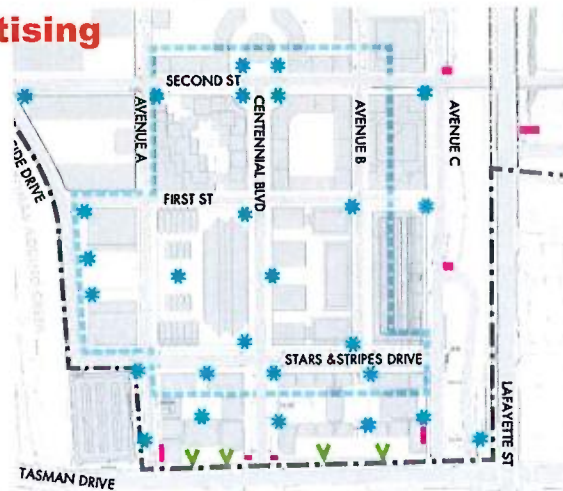
## Related Santa Clara CSP

### Sign Types – Sponsorship & Advertising

- Large Format Advertising Signs permitted along Tasman Drive per the MCP
- CSP limits number – no more than 4 large advertising signs are allowed along Tasman Drive

#### Exhibit 05A Sponsorship & Advertising

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



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## Related Santa Clara CSP

### Sign Types – Supergraphics

- Image/text attached to or projected onto a wall
- Allowed only on nonresidential buildings over 65' in height (or parking garage w/ 3 or more levels)
- Temporary:
  - Longer duration no more than 120 consecutive days and no more than 120 days in a calendar year
  - Shorter duration (related to special events) no more than 35 consecutive days; no more than 120 days total on a building in a calendar year



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## Related Santa Clara CSP

### Digital Signs

- Digital applications available for all types of signs, except major gateway signs, temporary signs, & supergraphics
- Must follow lighting regulations in MCP and standards proposed in 7.11.5 of CSP

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## Related Santa Clara CSP

### Lighting Regulations

- Per MCP, no digital signs in Lighting Character Zones A & B
- CSP Luminance limits vary based on day and time; reduced brightness required:
  - Weekday Evenings (Sun-Weds) from sunset until 20 minutes prior to 10:00 p.m.
  - Weekend Evenings (Thurs-Sat, New Year's Eve, July 4th, & Days with Events at Levi's Stadium) from sunset until 20 minutes prior to 2:00 a.m.
- Digital signs may not operate after 10 p.m. on Weekdays or 2:00 a.m. on Weekend/Event Days

### MCP Lighting Character Zones



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## Related Santa Clara CSP

### Permitting Process

- Signs can be permitted administratively, in conformance with CSP:
  - Separate Sign Permit applications
  - Building Signage Plans, covering one or multiple buildings, as part of DAP Architectural Review or a separate application
  - Temporary Event Signs for Special Events that propose 10 or more signs
- Temporary Signs Exempt from permitting include:
  - construction, real estate sales and leasing, pre-opening
  - Special Event signs that have fewer than 10 signs

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## Related Santa Clara CSP

### Planning Commission Recommendation

- Unanimous (7-0-0) recommendation of approval of CSP with the added recommendations that:
  - Applicant work with staff to include wayfinding signs with universal symbols and up to three languages, solar power as a possible power source, and biophilic design elements
  - Council consider requiring up to 10% per hour of screen time of four large advertising signs on Tasman to play Public Service Announcements from the City or nonprofits within the City

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## Related Santa Clara CSP

### Applicant Response to Commission Recommendation

- Updated CSP addresses multilingual wayfinding signs with universal symbology, solar power, & biophilic design
- For PSA use, applicant proposes to provide to the City free of charge:
  - 10% of programming time of one full face of copy exposure of a large advertising sign on Tasman Drive
  - At least 50% of PSA use shall occur between 6:00 a.m. and 9:00 p.m.
  - PSAs are to be coordinated and provided to the applicant through the City Manager's Office

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## **Recommendation**

Adopt a resolution approving the Comprehensive Signage Program for Parcels 4 & 5



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The slide features a large circular seal of the City of Santa Clara on the left. The seal contains an illustration of a mission building and the text "CITY OF SANTA CLARA CALIFORNIA", "1852", and "THE MISSION CITY". The background is dark blue with orange diagonal stripes.