



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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POST MEETING MATERIAL

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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



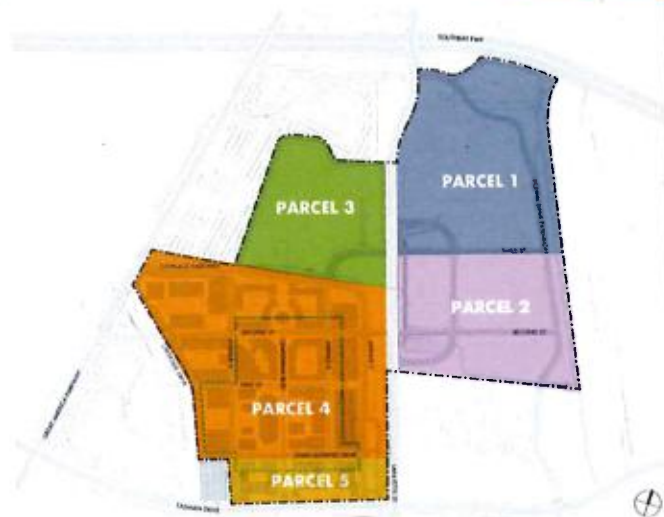
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Related Santa Clara CSP

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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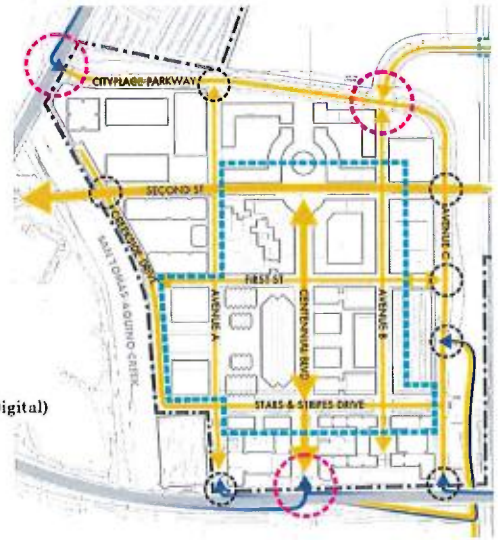


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Sign Types – Project Signage

- 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



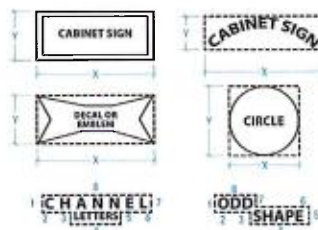
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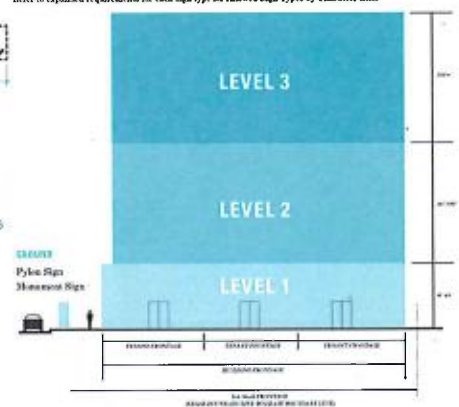
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Sign Types – Tenant Signage

- 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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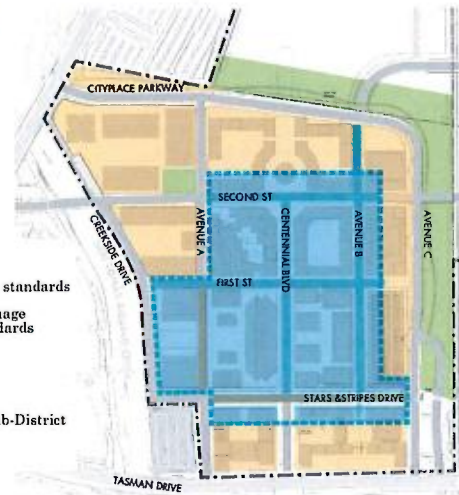
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Sign Types – Sponsorship & Advertising

- 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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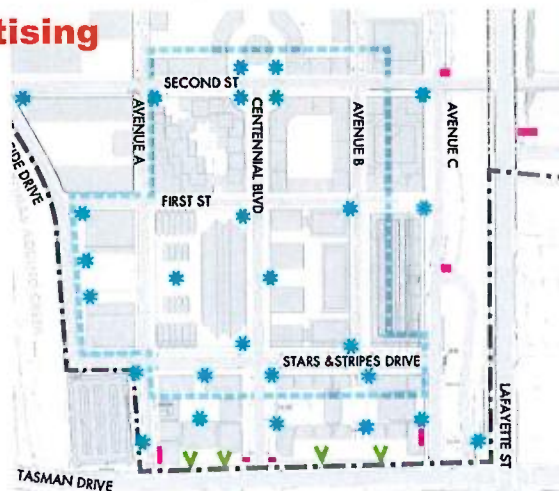
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Sign Types – Sponsorship & Advertising

- 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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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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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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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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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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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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**City of
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The Center of What's Possible

Recommendation

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

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City Council Meeting

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COMPREHENSIVE SIGN PROGRAM (CSP)

Consistent with the signage requirements and provisions of the MCP:

- A Signage District that is specific to RSC
- Site-wide design criteria for clean, modern, appropriate signage
- An emphasis on place making that enriches the environment

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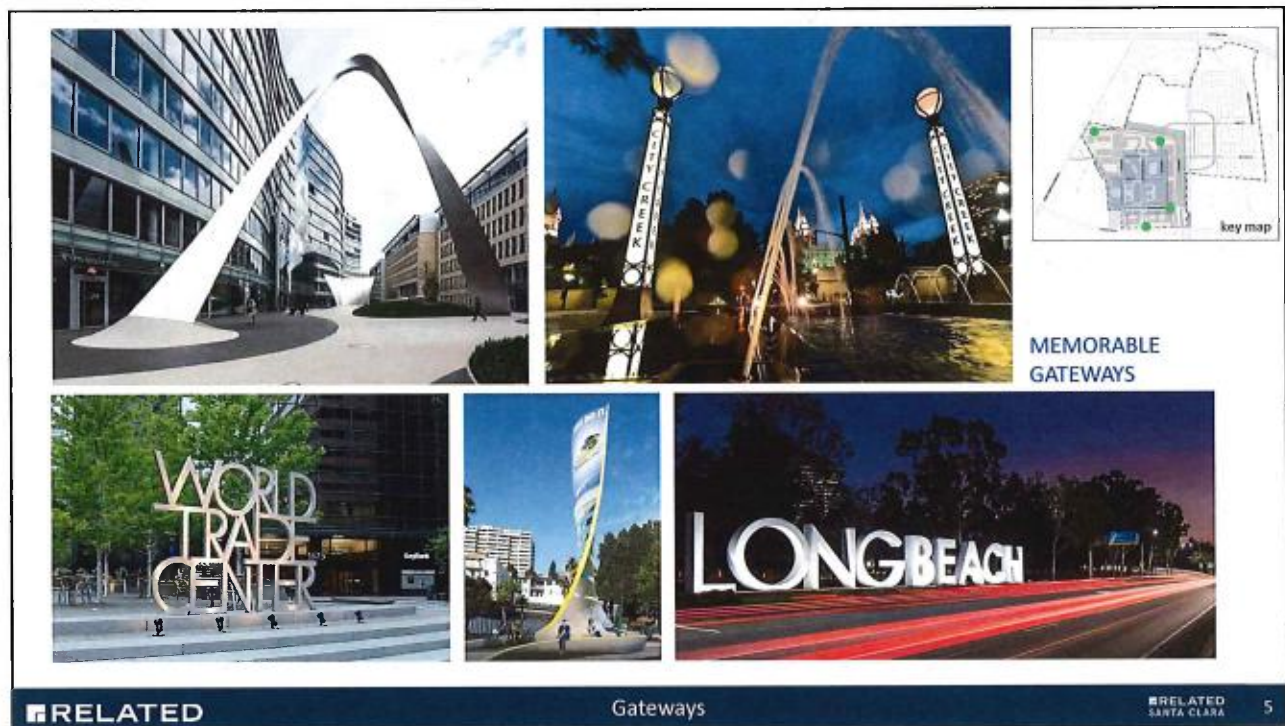
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CSP SIGN TYPES

- Gateway
- District Monuments
- Tenant Monuments
- Tasman Large Format Signs
- Building Integrated Signs
 - Window Signs
 - Wall Signs
 - Rooftop, High & Parapet Signs
 - Retail
- Wayfinding
 - Sitewide
 - Placemaking
- Supergraphics
- Temporary and Event Signs





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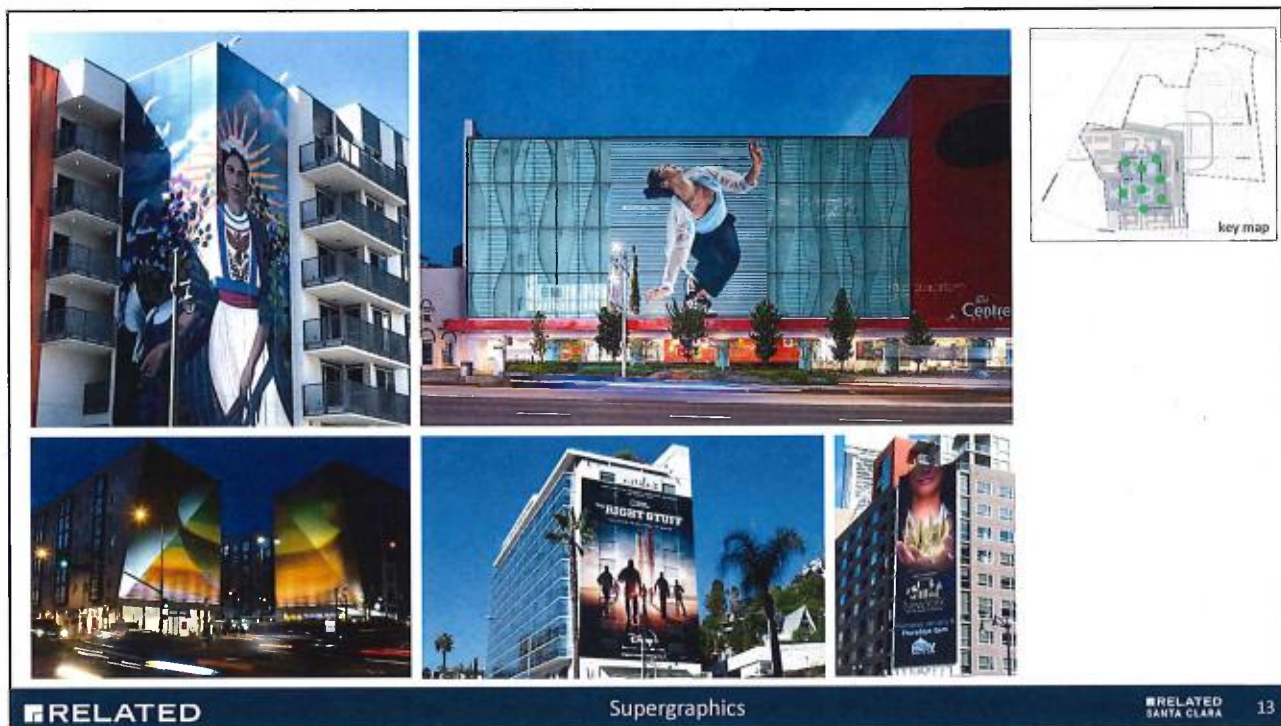
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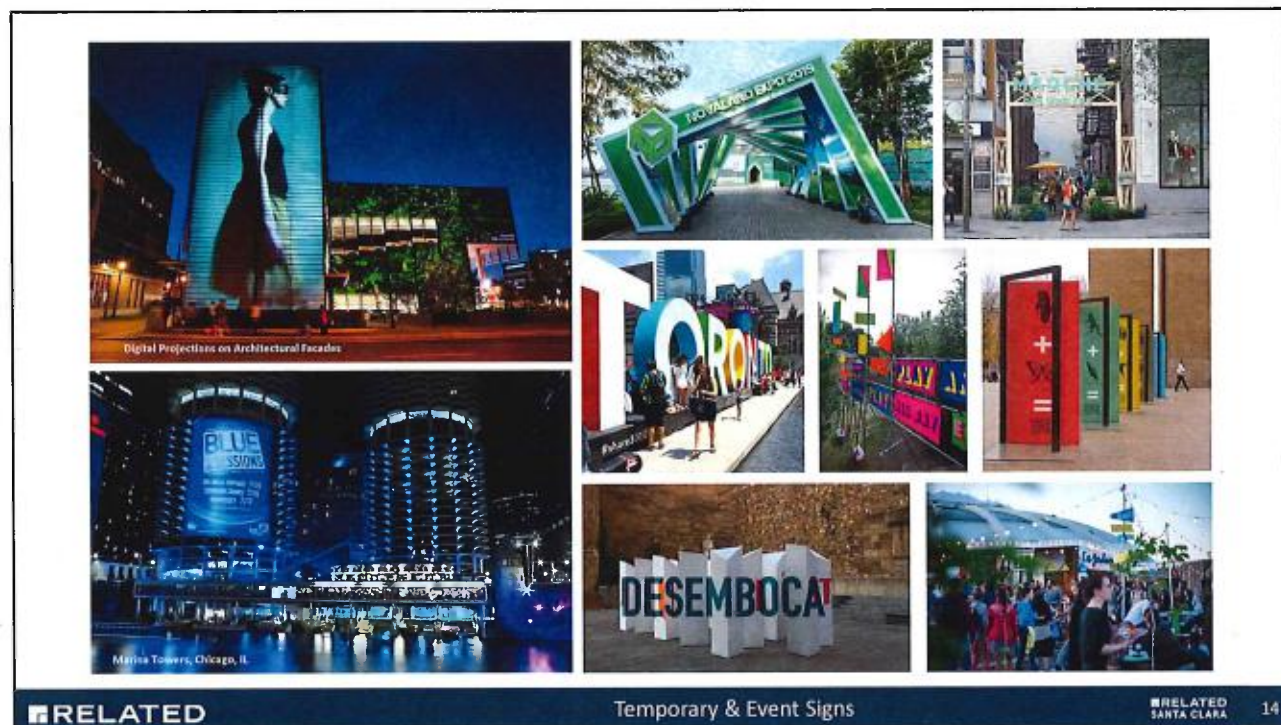
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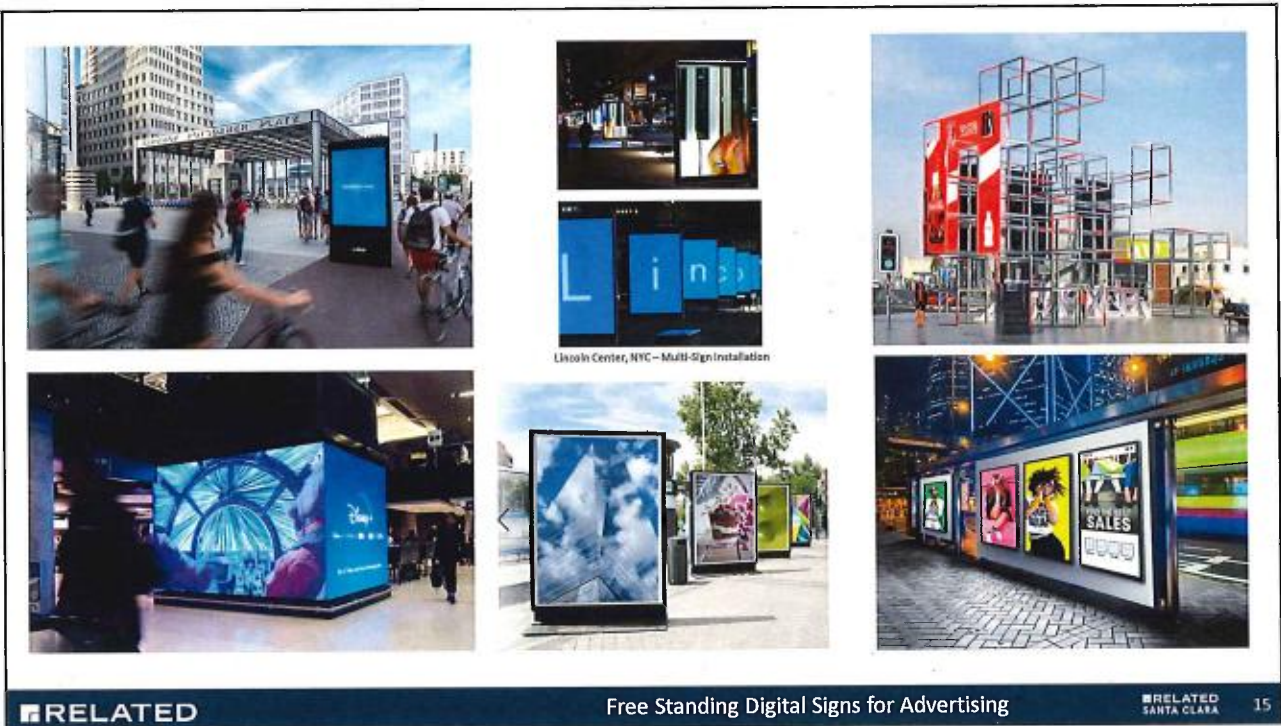
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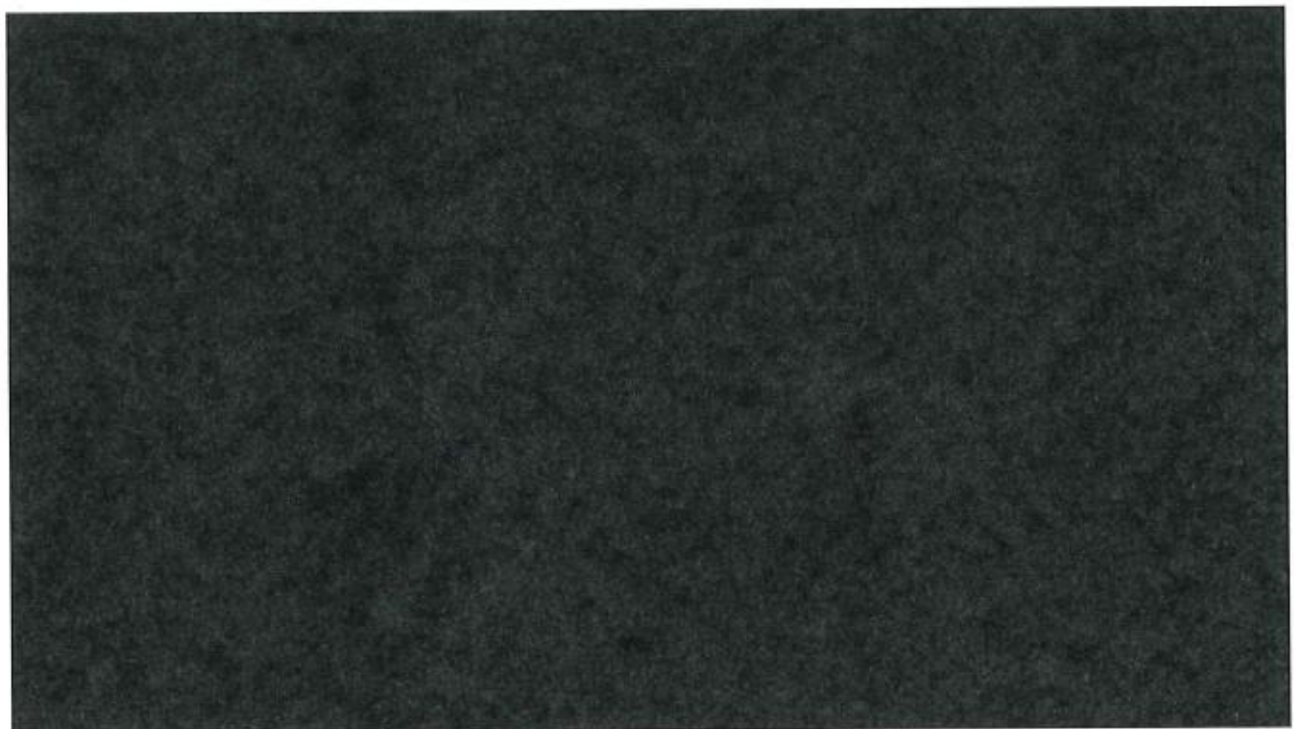
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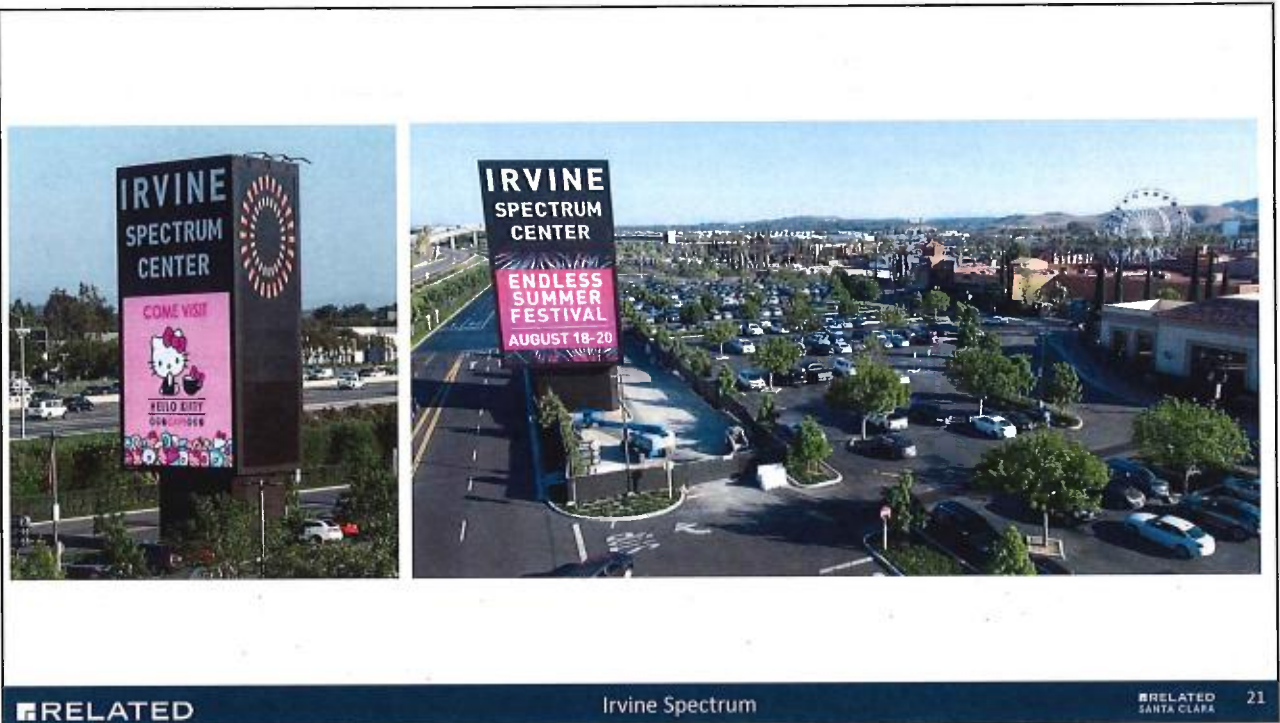


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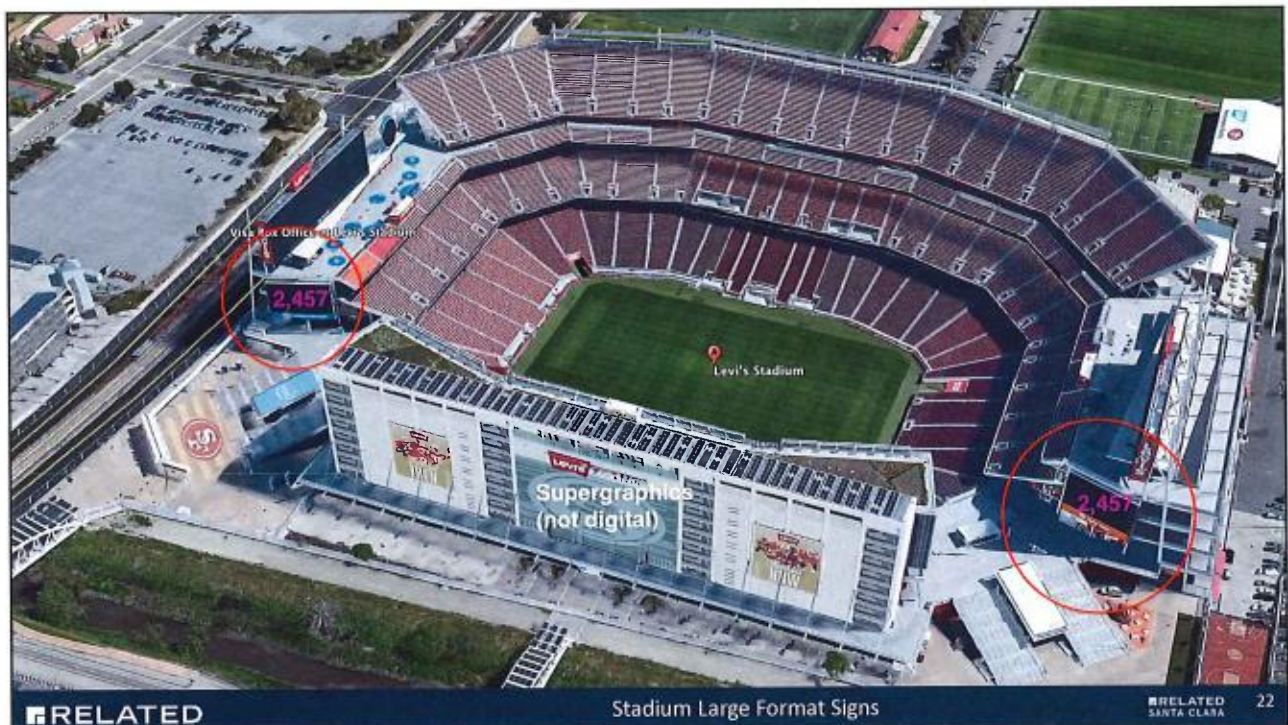
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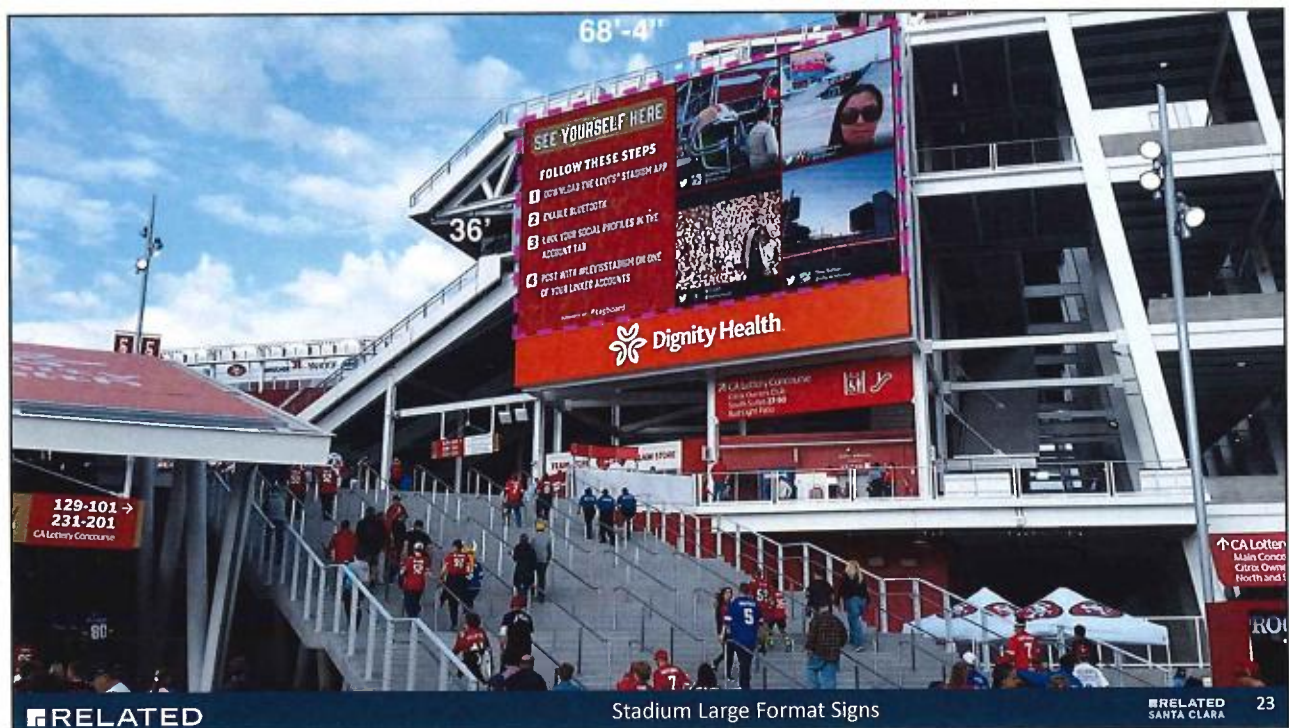
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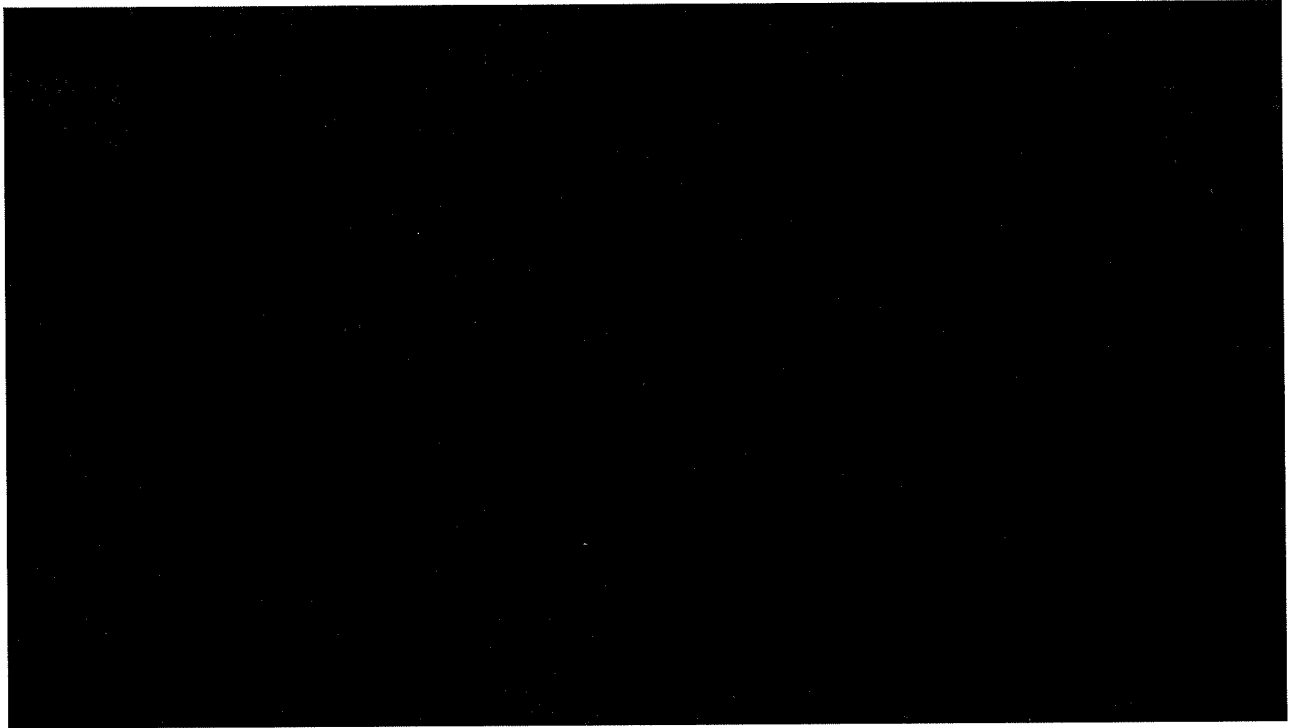
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