

**RESOLUTION NO. 21-8940**

**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;

**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, subject to the condition of approval that display time on one full Tasman-oriented Billboard face shall be provided, free of charge to the City, for the display of Public Service Announcements at the rate of ten (10) percent of every hour.
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 SPECIAL MEETING THEREOF HELD ON THE 9<sup>TH</sup> DAY OF FEBRUARY, 2021, BY THE FOLLOWING VOTE:

AYES: COUNCILORS: Becker, Chahal, Hardy, Jain, Park, and Watanabe, and Mayor Gillmor

NOES: COUNCILORS: None

ABSENT: COUNCILORS: None

ABSTAINED: COUNCILORS: None

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

**RELATED**

**CityPlace Santa Clara**

**COMPREHENSIVE SIGN PROGRAM**

December 23, 2020



# CONTENTS

<b>1</b>	<b>OVERVIEW</b>	<b>4</b>	<b>5</b>	<b>SPONSORSHIP &amp; ADVERTISING SIGN TYPES</b>	<b>22</b>
1.1	INTRODUCTION	4	5.1	SPONSORSHIP & ADVERTISING SIGNAGE - DESIGN INTENT	22
1.2	PURPOSE	5	5.2	SPONSORSHIP & ADVERTISING SIGNAGE STANDARDS	22
1.3	CSP ORGANIZATION	6	5.3	SPECIFIC LIMITATIONS ON OFF-SITE ADVERTISING DISPLAYS	22
1.4	PERMITTING PROCESS	7	5.4	SIGNAGE CHARACTERISTICS	23
1.5	MAJOR AND MINOR MODIFICATIONS	7	<b>6</b>	<b>PLACEMAKING &amp; AMENITIES</b>	<b>25</b>
1.6	RELATIONSHIP TO FUTURE PHASES	8	6.1	PLACEMAKING DESIGN INTENT	25
1.7	AUTHORITY AND APPLICABILITY	8	6.2	PLACEMAKING DESIGN ELEMENTS	25
1.8	DEFINITIONS	9	<b>7</b>	<b>SIGNAGE CALCULATION AND DIAGRAMS</b>	<b>26</b>
1.9	PUBLIC & PRIVATE STREETS	11	7.1	VERTICAL ZONES & FRONTAGE DELINEATIONS	27
<b>2</b>	<b>GENERAL SIGN DESIGN STANDARDS</b>	<b>12</b>	7.2	WALL SIGNS	28
2.1	GENERAL SIGNAGE STANDARDS	12	7.3	AWNING/CANOPIES	29
2.2	ALLOWED CONSTRUCTION AND MATERIALS	12	7.4	PROJECTING SIGNS	30
2.3	SIGNAGE ILLUMINATION	12	7.5	PARAPET / HIGH WALL SIGNS	32
2.4	EXEMPT SIGNS	12	7.6	FREESTANDING PYLON SIGNS	33
2.5	PROHIBITED SIGNS	13	7.7	MONUMENT	34
<b>3</b>	<b>PROJECT SIGNAGE</b>	<b>14</b>	7.8	WINDOW SIGNS	35
3.1	PROJECT SIGNAGE DESIGN INTENT	14	7.9	SUPERGRAPHICS	36
3.2	PROJECT SIGNAGE DESIGN GUIDELINES	14	7.10	ROOFTOP SIGNS	37
3.3	PROJECT SIGNAGE CHARACTERISTICS	14	7.11	DIGITAL SIGNS	38
3.4	TRANSPORTATION / TRAFFIC CONTROL TYPOLOGY	16	<b>8</b>	<b>TEMPORARY SIGNAGE</b>	<b>39</b>
3.5	DIRECTIONAL / WAYFINDING STANDARDS & TYPOLOGY	16	8.1	CONSTRUCTION WALLS AND PHASE DEVELOPMENT BARRICADES	39
3.6	WAYFINDING / INFORMATION KIOSKS (EXHIBIT 05C)	18	8.2	LEASING GENERAL	39
3.7	PROJECT DIGITAL SIGNAGE	19	8.3	LEASING SIGNS (PRE-OPENING)	39
<b>4</b>	<b>TENANT SIGN TYPES</b>	<b>20</b>	8.4	LEASING SIGNS (POST-OPENING)	39
4.1	TENANT SIGNAGE DESIGN INTENT	20	8.5	TEMPORARY SIGNAGE FOR SPECIAL EVENTS	40
4.2	TENANT SIGNAGE CRITERIA	20			
4.3	TENANT SIGNAGE - CHARACTERISTICS	21			

# 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.



## 14 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.

### 14.114.1 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.

### 14.2 14.2 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.

### 14.3 14.3 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.

## 15 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.; and entertainment uses, such as a cinema multiplex which may require traditional cinema marquee or other similar exceptions procedures in this Section 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 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.

### 1.7.1.2 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.

### 1.7.1.3 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.

### 1.7.1.4 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.