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**Title:** Action on a Use Permit for a Master Sign Program at 2350 Mission College Boulevard

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**Attachments:** 1. Resolution Approving Use Permit, 2. Conditions of Use Permit Approval, 3. Master Sign Program

Date	Ver.	Action By	Action	Result
5/10/2021	1	Planning Commission	Approved	Pass

**REPORT TO PLANNING COMMISSION**

**SUBJECT**

Action on a Use Permit for a Master Sign Program at 2350 Mission College Boulevard

**REPORT IN BRIEF**

Project: Use Permit for a Master Sign Program for a mixed-use office and retail development site

Applicant/Property Owner: David Andris/South Bay Development Company

General Plan: High Intensity Office/Research and Development (R&D)

Zoning: Planned Development (PD)

Site Area: Three contiguous parcels totaling 8.46 acres (APNs: 104-13-097, 098 & 099)

Existing Site Conditions: Office campus.

Surrounding Land Uses

North: Mission College Boulevard and office/R&D campus

South: Office/R&D campus

East: Juliette Lane and office/R&D campus

West: San Tomas-Aquino Creek Trail

Issues: Consistency with the City’s General Plan and Zoning Ordinance

Staff Recommendation: Adopt the resolution approving the Use Permit for a Master Sign Program, subject to conditions.

**BACKGROUND**

David Andris, on behalf of South Bay Development Company, has submitted a proposal for a Master Sign Program associated with the build-out of a high intensity office development that includes ground floor retail. The existing site has received entitlements for the construction of 553,396 square feet of office, up to 56,000 square feet of commercial/retail space, and surface and structured parking

through a series of PD zoning actions dating back to 2007. To date, the 253,396 square foot 13-story Regency Plaza located at 2350 Mission College Boulevard is occupied and a 150,000 square foot six-story office was recently completed at 2390 Mission College Boulevard and is presently unoccupied. A 150,000 square foot six-story office building and a one-story 6,000 square foot retail building are pending submittal for building permits in the location of an existing surface parking lot and is shown as 2400 Mission College Boulevard in the attached Development Plan.

The PD zoning entitlements did not include signage as part of the PD zoning plan submittals and approvals. As such, a Use Permit is required to allow the proposed signage per 18.80.210 of the Zoning Ordinance.

## **DISCUSSION**

The proposed Master Sign Program sets forth the size, location, material details and maximum sign area for each of the existing and planned buildings on the project site. The signs are divided into identity and tenant signage. Identity signage includes a monument place-naming sign at the northeast corner of the project site and three addressing/site location signs - one for each of the three office building entries. Tenant signage consists of two monument signs for multitenant listing along the driveway entry/exit flanking the two six-story office buildings at 2390 and 2400 Mission College Boulevard. They also include 10 wall signs distributed among each office and retail/commercial building at the corners of the office buildings, below the roof parapet, and centered over the retail tenant spaces along the streetscape elevation of the commercial building.

The Master Sign Program proposes approximately one square foot of signage per one linear foot of street frontage for a total of 1,112 square feet of signage distributed across the site. The largest of the signs is the wall tenant sign measuring 232 square feet in sign area and located at 2350 Mission College Boulevard, the tallest of the three office buildings; for the purpose of visibility above neighboring existing and planned multi-story office/R&D buildings on and near the site.

### *Consistency with the General Plan:*

The project site has a General Plan land use designation of High Intensity Office/R&D.

This designation is intended for high-rise or campus like developments for corporate headquarters, R&D and supporting uses. The proposal is consistent with the following General Land Use Policies of the General Plan:

- 5.3.1-P24 Coordinate sign programs for commercial uses to promote continuity, improve streetscape design and reduce visual clutter, in that the proposed Master Sign Program sets forth the size, location, material details and maximum sign area of the sign types to provide a uniform aesthetic that is cohesive in design.
- 5.3.5-P1 Work with existing Santa Clara businesses retain and expand employment opportunities and strengthen the existing tax base, in that the proposed Master Sign Program site identity elements are designed to support high intensity office uses with supporting retail services for the benefit of the tenants, employees and visitors to the project site and the City's general fund.

### *Zoning Conformance:*

The project site is a 8.46 acre site with 1,128 linear feet of street frontage that is located in a high intensity office/R&D sector of the City and is approved for site build-out of 553,396 square feet of office and up to 56,000 square feet of commercial/retail within buildings ranging from one to 13 stories in height.

Proposed signage is in keeping with the scale of development on and near the project site and need for visibility among mid to high-rise buildings in the high intensity/office R&D sector spanning the 8.46 acre site.

### **ENVIRONMENTAL REVIEW**

The project is categorically exempt from the California Environmental Quality Act (CEQA) per Guidelines Section 15311 -Accessory Structures (Class 11), which exempts the construction of minor structures accessory or appurtenant to existing commercial facilities, including on-site signs.

### **FISCAL IMPACT**

There is no cost to the City other than administrative staff time and expense typically covered by processing fees paid by the applicant.

### **COORDINATION**

This report was coordinated with the City Attorney's Office.

### **PUBLIC CONTACT**

On April 29, 2021, a notice of public hearing of this item was posted in at least three conspicuous locations within 300 feet of the project site and mailed to property owners within 500 feet of the project site. At the time of this staff report, Planning staff has not received public comment in support or opposition to the proposed project.

### **ALTERNATIVES**

1. Adopt a Resolution to approve a Use Permit for a Master Sign Program at 2350 Mission College Boulevard.
2. Deny a Use Permit for a Master Sign Program at 2350 Mission College Boulevard.

### **RECOMMENDATION**

Alternative 1: Adopt a Resolution to approve a Use Permit for a Master Sign Program at 2350 Mission College Boulevard.

Prepared by: Debby Fernandez, Associate Planner  
Reviewed by: Alexander Abbe, Assistant City Attorney  
Approved by: Reena Brilliot, Planning Manager

### **ATTACHMENTS**

1. Resolution Approving a Use Permit
2. Conditions of Use Permit Approval
3. Master Sign Program