



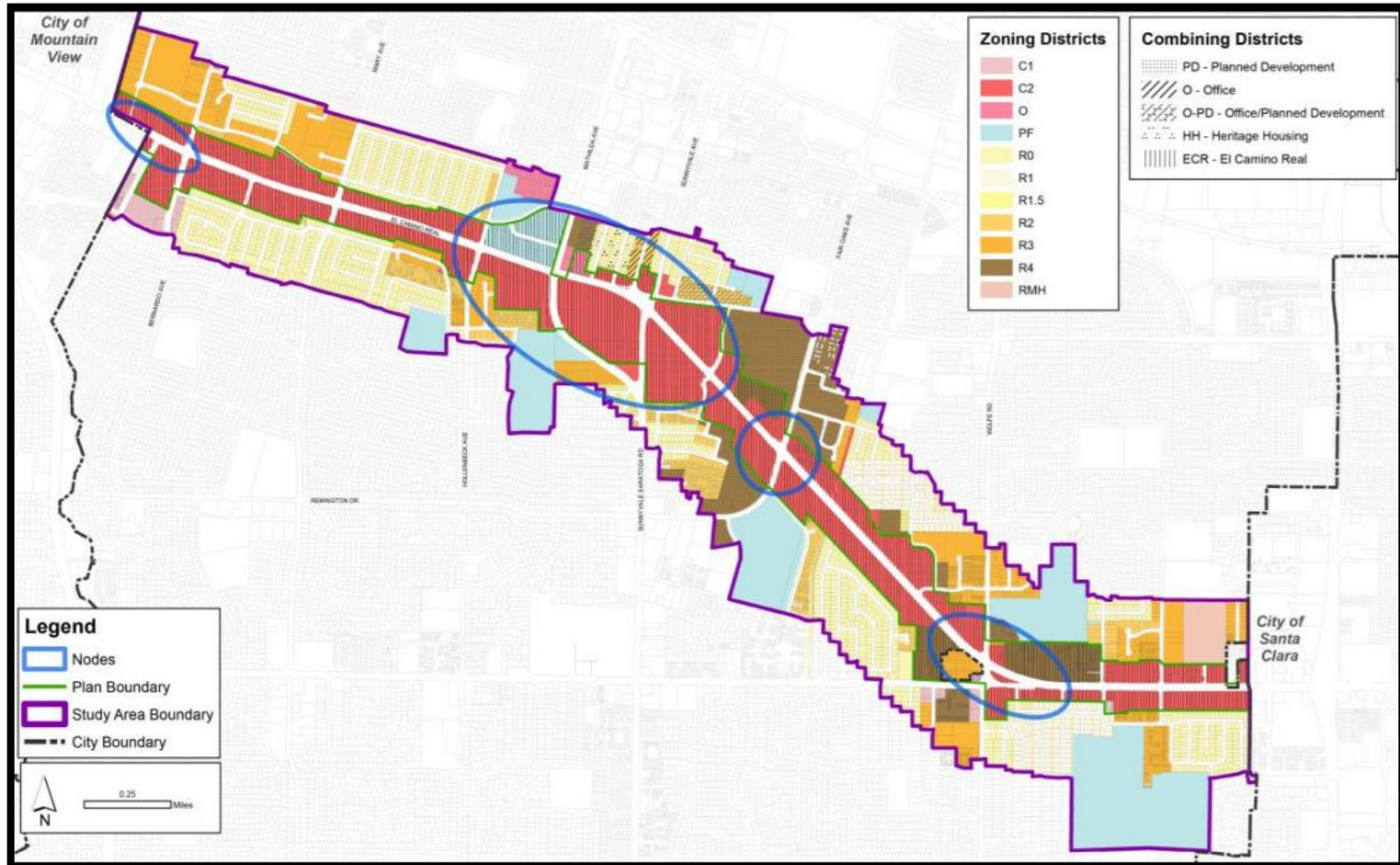
Sunnyvale

Sign Code Amendment 2018-7131

Noren Caliva-Lepe, Senior Planner
Planning Commission, December 10, 2018

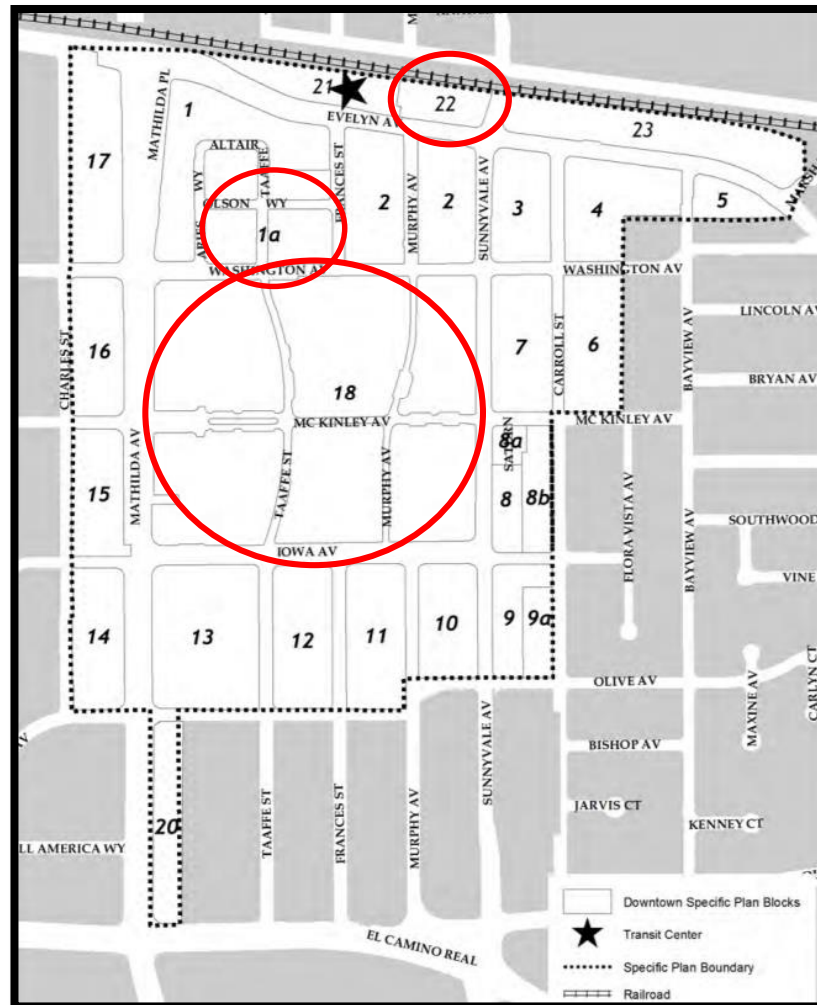
Regional Retail Businesses

C-2/ECR



Regional Retail Businesses

DSP Blocks 1a, 18 and 22



Proposed Sign Code Amendment

Table 19.44.160(b)
Sign Requirements for Regional Retail Business and Industrial Zoning Districts.

Type	Number	Maximum Area	Copy Height	Sign Height	Special Requirements
Wall	No limit	1 sq. ft. of sign for every one lineal foot of building frontage. 300 sq. ft. maximum sign area.	6 in. minimum 48 in. maximum	Cannot extend above the top of the building.	Multiple wall signs cannot exceed maximum wall sign area. Fin signs are calculated towards overall wall sign area. <u>In addition to the sign area on the ground floor, theaters located on the second floor are also permitted 1 sq. ft. of sign area for every 1 lineal foot of building frontage, with 500 sq. ft. maximum combined sign area per building frontage.</u>
Ground	[Text unchanged]	[Text unchanged]	[Text unchanged]	[Text unchanged]	[Text unchanged]
Under-Canopy	[Text unchanged]	[Text unchanged]	[Text unchanged]	[Text unchanged]	[Text unchanged]

Recommendation

Staff Recommendation

Recommend that the City Council:

- Alternative 1 – Make the finding that the action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act pursuant to CEQA Guidelines section 15378(a).
- Alternative 2 – Introduce an Ordinance Amending Chapter 19.44 (Signs) of Title 19 (Zoning) of the Sunnyvale Municipal Code.

City Council – January 29, 2019