

HUNTER STORM

November 5, 2018


Trudi Ryan
Director of Community Development
City of Sunnyvale
456 W. Olive Avenue
Sunnyvale, CA 94086

Subject: Cityline Sunnyvale – Modification to Municipal Code for Sign Provisions

Dear Ms. Ryan,

We are pleased to provide this letter with the submittal of our sign code amendment application to address the unique needs of a second-floor theater use, such as the American Multi-Cinema, Inc. (AMC) theater that is currently under construction within the CityLine project. A brief description of this request is provided below to better help you, and City Staff, understand the nature of this request. We very much look forward to the comments of you and your team. Please let me know if you have any questions or concerns.

Sincerely,



Josh Rupert
Director of Development
Hunter/Storm

Request Description

The sign ordinance requirements for the City of Sunnyvale are found in the Municipal Code Chapter 19, Section 44, titled Sign Code.

We are asking to amend section 19.44.160 Permanent Signs in Nonresidential Zoning Districts to include language allowing specific sign allowances for second-floor theaters.

1. Second-floor theatre tenants may calculate their individual sign area based on their linear feet of frontage at 1 square feet per 1 feet linear building frontage (i.e. separate sign allowance from the first-floor tenant).
2. Maximum allowable sign area on any single frontage shall not exceed five hundred (500) square feet.

We feel that this request is necessary as both the Whole Foods Market and AMC theatre will serve as anchors for the entire retail experience at CityLine Sunnyvale and branding their external spaces for placemaking will ensure the overall success of the project. It is known that CityLine Sunnyvale is more than just a retail center, residential project or office complex but the epicenter of activity in a revitalized downtown. This environment lends itself to an urban experience that is frankly unique to the peninsula, including a second-floor movie theatre.

The AMC that is currently under construction at CityLine will feature twelve (12) screens, including both an IMAX and Dolby theatre, maximizing the experience for all its patrons. The second story signage is a critical component to the success of the theatre, and the entire project, as these signs will act as both aesthetic and physical landmarks for residents and visitors to congregate. Additionally, second floor theatres are unique in that typically they are at the ground level for noise abatement, so it's necessary for this tenant to maintain the same level of signage that they would require on the ground floor.

1. This request would only apply to Block 18 Sub-Block 5 – CityLine Sunnyvale.
2. This request would only apply to second floor theatre tenants of Block 18 Sub-Block 5 – CityLine Sunnyvale.
3. As future developments materialize, the Project Developer will continue to work with the City Staff to ensure that any proposed exterior signage meets the requirements as set forth in the modified Municipal Code.