



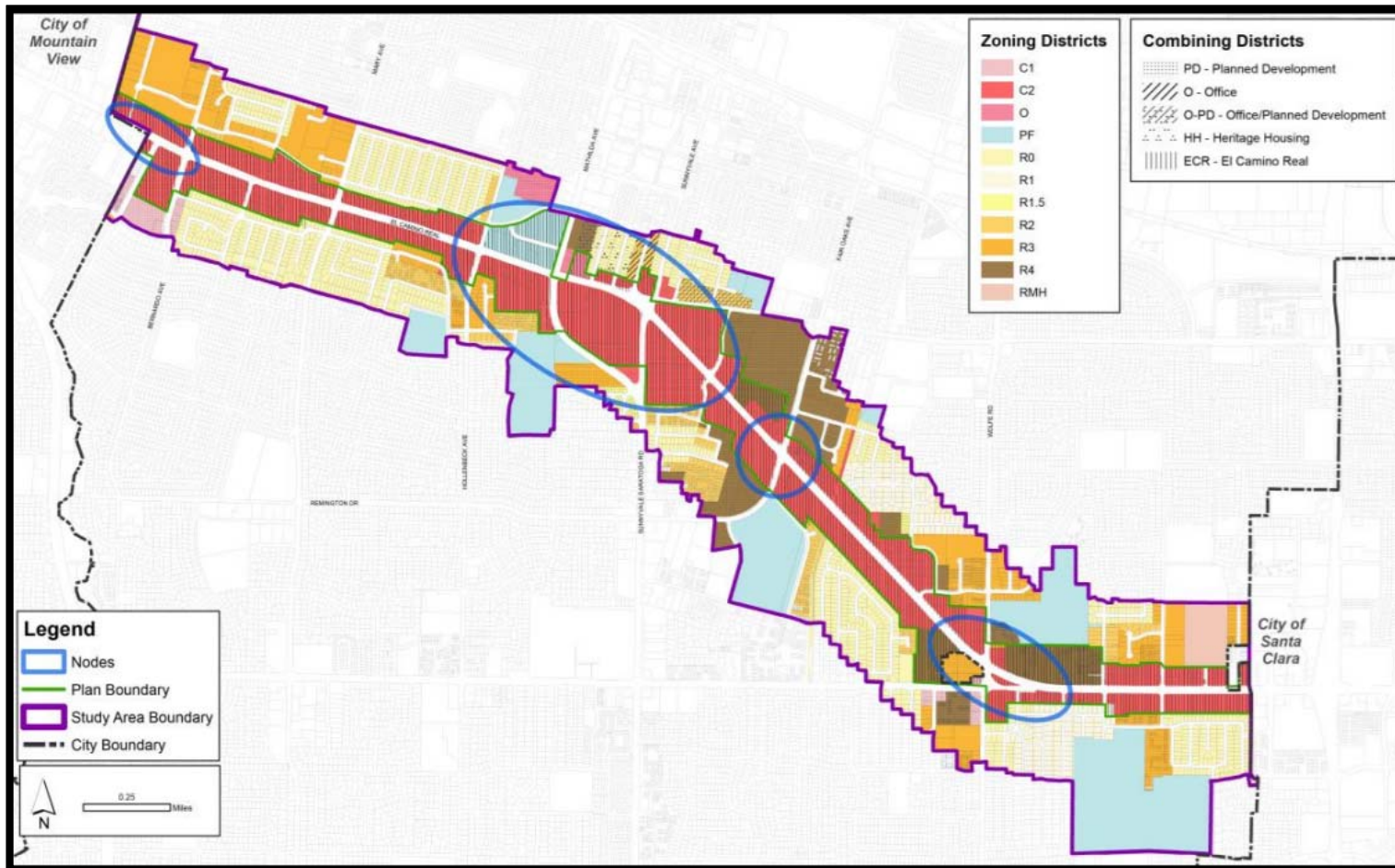
Sunnyvale

Sign Code Amendment 2018-7131

Noren Caliva-Lepe, Senior Planner
City Council January 29, 2019

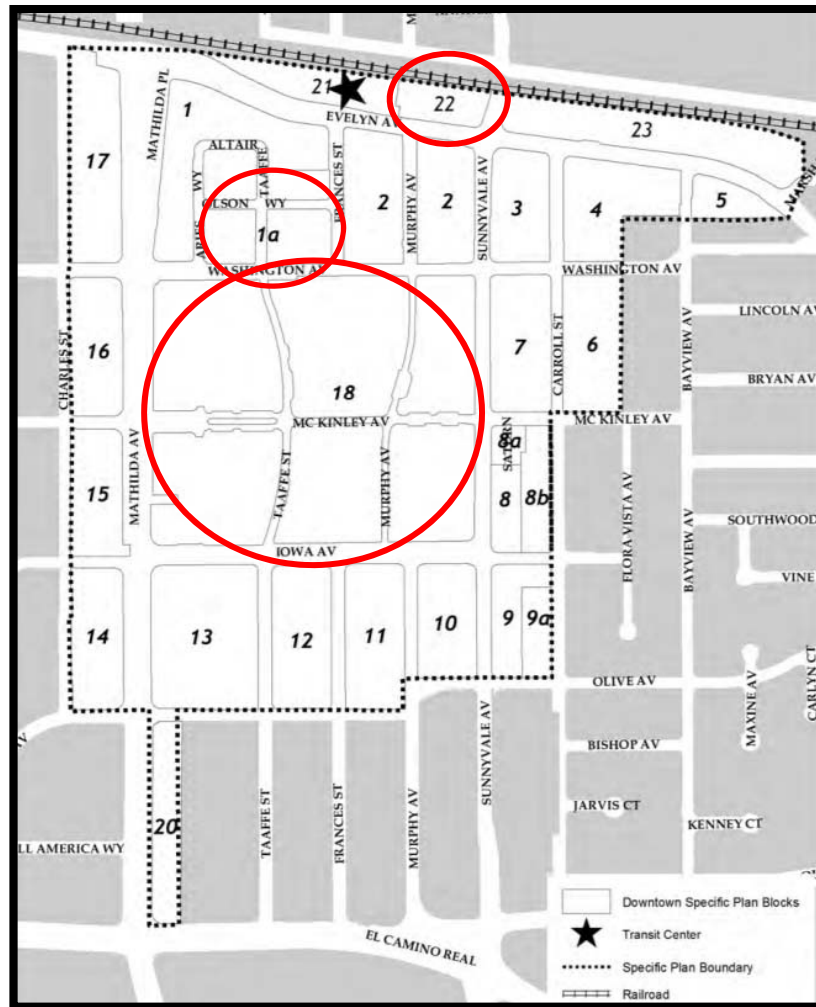
Regional Retail Businesses

C-2/ECR



Regional Retail Businesses

DSP Blocks 1a, 18 and 22



Proposed Sign Code Amendment

- Theaters on the second floor:
 - 1 sq. ft. sign area per 1 lineal ft. building frontage
 - 500 sq. ft. max combined per building frontage

Recommendation

Staff Recommendation

- Alternative 1 – Make the finding that the action being considered does not constitute a CEQA “project”
- Alternative 2 – Introduce Ordinance Amending Chapter 19.44 (Signs)