File #: 18-1126, **Version:** 1

REPORT TO CITY COUNCIL

SUBJECT

Proposed Project: Amend Sunnyvale Municipal Code Chapter 19.44 to add sign code provisions for theaters on the second floor.
Location: Citywide
File #: 2018-7131
Applicant / Owner: STC Venture LLC
Environmental Review: The action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(a).
Project Planner: Noren Caliva-Lepe, (408) 730-7659, ncaliva-lepe@sunnyvale.ca.gov

SUMMARY OF PLANNING COMMISSION ACTION

The Planning Commission considered this item on December 10, 2018 and voted 7-0 to recommend to the City Council in accordance with the staff recommendation including: making the finding that the action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(a); and to introduce an Ordinance Amending Chapter 19.44 (Signs) of Title 19 (Zoning) of the Sunnyvale Municipal Code.

The applicant and one other member of the public made comments at the hearing.

The Planning Commission expressed interest in a future Study Issue to consider the incorporation of art in private development into commercial signage to encourage more iconic signage throughout the City. One member of the public expressed support for the sign code amendment and the Study Issue concept.

PUBLIC CONTACT

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall, at the Sunnyvale Senior Center, Community Center and Department of Public Safety; and by making the agenda and report available at the Sunnyvale Public Library, the Office of the City Clerk and on the City's website.

Courtesy notices were also sent to property owners and residents within 300 feet of the CityLine Sub-block 5 boundary, as well as to the Heritage District Neighborhood Association and the Sunnyvale Downtown Association. Staff has received no comments from the neighbors.

ALTERNATIVES

1. Make the finding that the action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(a).

2. Introduce an Ordinance Amending Chapter 19.44 (Signs) of Title 19 (Zoning) of the Sunnyvale Municipal Code (Attachment 5 to this report).
3. Adopt an alternative with modifications.
4. Direct staff to return with significant changes to the revised sign code.
5. Make no changes to the current regulations.

STAFF RECOMMENDATION

Alternatives 1 and 2: Make the finding that the action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(a); and Introduce an Ordinance Amending Chapter 19.44 (Signs) of Title 19 (Zoning) of the Sunnyvale Municipal Code (Attachment 5 to the report).
It is not uncommon for city sign codes to allow increased signage for theaters due to the variety of signs unique to that use. The Sunnyvale sign code already acknowledges that theaters may have special signage needs by allowing readerboards and electronic messaging signs that are generally not permitted with other uses. In other cities, greater sign area allowances are provided for theater uses.

Staff finds that the proposed sign code amendment is within the public interest, as it helps theaters located on the second floors within Regional Retail Business zones to effectively identify themselves. The request would affect a very limited type of project from gaining additional sign area: theaters in a specific district with a theater on the second story. It would not allow any further types of expanded signage. Adequate controls exist within the other sign code provisions and design guidelines, which helps to avoid excessive sign clutter.

Prepared by: Noren Caliva-Lepe, Senior Planner
Reviewed by: Andrew Miner, Assistant Director of Community Development
Reviewed by: Trudi Ryan, Community Development Director
Reviewed by: Teri Silva, Assistant City Manager
Approved by: Kent Steffens, City Manager

ATTACHMENTS

1. Report to Planning Commission 18-0852, December 10, 2018 (without attachments)
2. Site, Vicinity and Public Notice Mailing Map
3. Recommended Finding
4. Applicant's Letter
5. Draft Ordinance Amending SMC Chapter 19.44.160(b)

Additional Attachments for Report to Council

6. Excerpt of Minutes of the Planning Commission Meeting of December 10, 2018