



COMMUNITY DEVELOPMENT DEPARTMENT

CITY HALL

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PLANNING COMMISSION STAFF REPORT

Agenda Item No. 2

Agenda Date: August 9, 2016

SUBJECT

Sign Exception Permit to allow for a freeway-oriented, illuminated wall sign at an existing hotel site (Cupertino Inn).

RECOMMENDATION

Staff recommends that the Planning Commission approve the sign exception (EXC-2016-4) in accordance with the draft resolution, (Attachment 1).

DESCRIPTION

A. Application Summary

Application:	EXC-2016-04
Applicant:	Ritu Gupta (San Jose Signs)
Property owner:	De Anza Venture, LLC
Property Location:	10889 North De Anza Boulevard (Cupertino Inn)
	APN #326-10-058

B. Project Description

1. Sign Exception (EXC-2016-04) to allow for a freeway-oriented, illuminated wall sign at an existing hotel site (Cupertino Inn).

C. Project Data Summary

General Plan Designation	Commercial/Residential
Zoning Designation	P (CG) – Planned Development General Commercial
Specific Plan Area	North De Anza Gateway within the Homestead Special Area
Existing Land Use	Hotel (no change)
Lot Size	85,407 square feet (1.99 acres)
Existing Signs	One wall sign and one ground sign
Proposed wall signs	Two walls signs and one ground sign
Project Consistency with:	
General Plan	Yes
Specific Plan	Yes
Zoning	Yes, except for the sign exception request
Environmental Review	Categorically Exempt per Section 15302, Class 2 of CEQA

BACKGROUND

The subject property is located at the northwest corner of North De Anza Boulevard and Highway 280. To the north is the existing Goodyear Tire and Homestead Shopping Center. To the east and west of the project are residential areas, and to the south is Highway 280.

DISCUSSION

The applicant, Ritu Gupta of San Jose Signs, representing the property owner, John Vidovich, is proposing the removal and replacement of one wall sign, and one new freeway-oriented illuminated wall sign that requires Planning Commission review.

The application was originally submitted on May 2, 2016. Following the formal application, the applicant worked with Staff to further refine the plans, including the size of the sign, percentage of store front area, and illumination intensity.

The new wall signs are consistent with the number, size, and location as prescribed in Cupertino Municipal Code (CMC) Section 19.104.140: Wall Signs as shown in the table below:

Allowed Area and Length	Allowed	Proposed	Consistent with Regulations
One (1) square foot per store frontage	Sign A: 96 square feet	Sign A: 53 square feet Sign B: 53 square feet	Yes

on which sign is located	Sign B: 221 square feet		
70% of store frontage maximum	Sign A: 67.2 feet Sign B: 154.7 feet	Sign A: 15.17 feet Sign B: 15.17 feet	Yes
Length = total combined length of each row of sign copy	Sign A: 67.2 feet Sign B: 154.7 feet	Sign A: 30.34 feet Sign B: 30.34 feet	Yes
Minimum Area	20 feet	53 square feet	Yes

Additionally, the intensity of illumination of the proposed wall signs is 62.83 foot-lamberts; which is below the maximum intensity of illumination for signs located within the commercial, office, and industrial districts of 250 foot-lamberts; see CMC Section 19.104.230 (A).

One wall sign will be oriented toward North De Anza Boulevard, and the other wall sign will be oriented to the freeway (Highway 280).

Approval authority for freeway oriented wall signs is required by the Planning Commission when the sign is exclusively visible from the freeway, and within 660 feet of "landscaped freeway" measured from edge of right-of-way.

PUBLIC NOTICING & OUTREACH

The following is a brief summary of the noticing completed for the project:

Public Notice	Agenda
<ul style="list-style-type: none"> Legal ad placed in newspaper at least 10 days prior to the hearing Mailed notice of public hearing to property owners within 300 feet radius Posted site notice on property line abutting North De Anza Boulevard. 	<ul style="list-style-type: none"> Posted on the City's official notice bulletin board at least one week prior to the hearing Posted on the City of Cupertino's Web site at least one week prior to the hearing

PUBLIC COMMENTS

No public comments and questions have been received to the date of the posting of this report.

PERMIT STREAMLINING ACT

The project is subject to the Permit Streamlining Act (Government Code Section 65920-65964). The City has complied with deadlines in the Permit Streamlining Act.

Project Received: May 2, 2016

Deemed Incomplete: May 25, 2016

Deemed Complete: July 20, 2016

The City has 60 days (September 16, 2016) to make a decision on the project since the project is Categorical Exempt from CEQA. The Planning Commission's decision on this project is final unless appealed to the City Council within 14 calendar days.

CONCLUSION

Staff recommends approval of the project since the conditions of approval address all concerns related to the proposed project, and all the findings for approval of the proposed project are consistent with Chapter 19.104: Signs of the Cupertino Municipal Code.

Prepared by: Erick Serrano, Associate Planner

Reviewed by: Benjamin Fu, Assistant Director of Community Development

Approved by: Aarti Shrivastava, Assistant City Manager

ATTACHMENTS:

- 1 –Draft Resolution
- 2 – Plan Set