



**COMMUNITY DEVELOPMENT DEPARTMENT  
PLANNING DIVISION**

CITY HALL  
10300 TORRE AVENUE • CUPERTINO, CA 95014-3255  
TELEPHONE: (408) 777-3308 • FAX: (408) 777-3333  
CUPERTINO.ORG

**DESIGN REVIEW COMMITTEE STAFF REPORT**

Meeting: December 6, 2018

Subject

Sign Exception to consider allowing four wall signs where two wall signs are allowed at an existing commercial building (Target). (Application No.: EXC-2018-04; Applicant: Jennifer Kirby; Location: 20745 Stevens Creek Blvd.; APN: 326-32-055)

Recommended Action

That the Design Review Committee adopt the proposed draft resolution (Attachment 1) to:

1. Find the project exempt from CEQA; and
2. Approve the Sign Exception (EXC-2018-04).

Discussion

Project Data:

<b>General Plan Designation:</b>	Commercial/Office/Residential		
<b>Special Area:</b>	Heart of the City (Crossroads Sub-area)		
<b>Zoning Designation:</b>	P (CG, Res) / Planned Development General Commercial and Residential		
<b>Property Area:</b>	359,806 s.f. / 8.26 acres		
<b>Floor Area:</b>	128,429 s.f. / 2.9 acres		
<b>Floor Area Ratio:</b>	35.7%		
<b>Signs</b>	<b>Allowed</b>	<b>Existing</b>	<b>Proposed</b>
<b>Wall Signs</b>	2	1	4
<b>Maximum Wall Sign size</b>	(See Table 1 below)		
<b>Ground Sign</b>	2	1	No change
<b>Project Consistency with</b>			
<b>General Plan:</b>	Yes		
<b>Zoning:</b>	Yes		
<b>Environmental Assessment:</b>	Categorically Exempt		

### Application Summary:

The applicant, Jennifer Kirby of Kimley-Horn and Associates, Inc., representing the tenant, Target Corporation, is requesting a Sign Exception to allow the installation of two additional wall signs and to allow the additional signs to be located on the same frontage. Signage typically does not require a planning permit; however, exceptions to Sign Regulations must be reviewed and approved by the Design Review Committee.

### Background:

The most recent development project proposed by Target (File #: ASA-2018-01 and TR-2018-04) for a façade upgrade and site improvements was approved by the Planning Commission on August 14<sup>th</sup>, 2018. Building permits, submitted in September 2018, are under review. As part of the project, Target is remodeling the interior of the building and proposing a new signage design to be consistent with its latest branding strategies. Interior remodeling requires a Tenant Improvement (TI) permit, review of which is also underway.

The current building has one store entrance facing Stevens Creek Blvd with a frontage length of about 320'. There is one wall sign which is comprised of the Target symbol and the business name (Figure 1) that was approved in 1987. The current sign area is 210 s.f. with a total length of 35'-1", letter height of 5'-0", and a logo diameter of 6'-0". Additionally, there is an existing cabinet ground sign located along the Stevens Creek Blvd frontage.



Figure 1 – Existing store entrance

For commercial uses, the Sign Ordinance allows one sign per business with exterior frontage and allows for an additional sign if one of the following situations exist, with no more than one sign per frontage:

1. Businesses with no ground sign and adjacent to more than one street or shopping center driveway
2. Sign directed to interior of project and not visible from any public right-of-way
3. Single tenant building pad with more than 5,000 s.f.

The property is permitted two wall signs because it is a single tenant building of 128,429 s.f. Aside from the two permitted wall signs, the applicant is requesting installation of two additional signs, both on the same facade.

Analysis:

Site Context:

The property is about 8.2 acres with an 128,000 s.f. rectilinear building situated closer to the north-western portion of the site. The northern building wall faces multi-family residential properties across Alves Drive; the eastern building wall faces the rear of Lei Garden restaurant; the southern building wall faces Stevens Creek Blvd.; and the western building wall faces Saich Way. The building is one of the largest commercial buildings serving a single retail tenant in the City with frontages measuring between 320' to 395'.



Figure 2 – Property Location

Proposed Signage:

Figure 2 above shows the locations of the new signs at the Target store. For purposes of this application, Signs A and D are considered the two signs allowed by the Sign Ordinance. Sign E is an existing 10' tall ground sign which is being reduced in size to comply with current regulations and refaced. Signs B and C (at the new online order pick up entrance) are the signs for which the sign exception is being requested.

The Sign Ordinance allows implementation of specific regulations contained in any Specific Plan, such as the Heart of the City (Section 19.104.120). This property is located in the Crossroads sub-area of the Heart of the City Specific Plan Area. While the Sign Ordinance allows a maximum allowable wall sign area of one square foot for every linear foot of store frontage up to a maximum of 200 square feet for each sign, the Heart of the City allows a modified standard of 1.5 square foot for every linear foot of store frontage. Using the sign area allowance parameters per the Heart of the City Specific Plan combined with the Sign Ordinance maximum allowable limits, the maximum allowable sign area for each requested sign is indicated in Table 1 below.

**Table 1: Sign Data**

Sign	Allowed/ Exception	Proposed Sign Area	Maximum Allowed Sign Area	Frontage
A	Allowed	78.5 s.f.	200 s.f.	Stevens Creek Blvd.
B	Exception	24.59 s.f.	200 s.f.	Bandley Drive
C	Exception	38.46 s.f.	200 s.f.	Bandley Drive
D	Allowed	38.46 s.f.	200 s.f.	Saich Way
E	Allowed	82.66 s.f.	100 s.f.	Stevens Creek Blvd.

Figure 3 below shows the proposed wall signs. The signs proposed are acrylic-faced internally illuminated white Target symbols and red channel letters (for sign B). Signs B and C are located approximately 130 feet from the nearest public right of way and are obscured by existing foliage. Therefore, the signs are not obtrusive.



**Figure 3 – Elevations of Stevens Creek Blvd. (top); Bandley Dr. (middle); Saich Way (bottom).**

Altogether, the proposed sign redesign is harmonious with the overall façade modification for a more contemporary aesthetic for a large single-tenant building and serves a wayfinding purpose by positioning signs above the newly proposed entrances. Additionally, the proposed location of the two signs on one frontage avoids cluttering the façade by locating them in proportion to the entryway and identifies the unique pick up service entrance.

The purpose of the Sign Ordinance is to identify and enhance businesses while maintaining the aesthetic appearance of the City. The exception for two additional signs requested will enhance the appearance of the building, while maintaining the design standards of the City, and supporting the business in its endeavor to be readily identified.

#### Environmental Assessment:

This project is categorically exempt from the requirements of the California Environmental Quality Act (CEQA) per Section 15301 Existing Facilities (Class 1) consisting of new copy on existing on and off-premise signs.

## Public Outreach and Noticing:

The following table is a brief summary of the noticing done for this project:

Notice of Public Hearing and Intent, Site Notice & Legal Ad	Agenda
<ul style="list-style-type: none"><li>▪ Site Signage (<i>10 days prior to the hearing</i>)</li><li>▪ Seven (7) public hearing notices mailed to adjacent property owners (<i>10 days prior to the hearing</i>)</li></ul>	<ul style="list-style-type: none"><li>▪ Posted on the City's official notice bulletin board (<i>one week prior to the hearing</i>)</li><li>▪ Posted on the City of Cupertino's website (<i>one week prior to the hearing</i>)</li></ul>

No public comments have been received as of the date of production of this staff report.

## Permit Streamlining Act:

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

***Project Received:*** November 7, 2018; ***Deemed Complete:*** November 21, 2018

The City has up to 60 days from the date of deeming the project complete (until January 20, 2018) to make a decision on the project.

## Conclusion

Staff recommends approval of the Sign Exception since the overall design package will enhance the business and maintain the aesthetic standards of the City. The simplified sign copy, the location of the signs, the wayfinding purpose of the signs, and the proportionality of the signs to each of the frontages and to the overall building allows a more creative and comprehensive signage design and addresses the intent of the Sign Ordinance for attractive and effective signs for Cupertino businesses. Staff recommends approval of the project since the project and conditions of approval address all concerns related to the proposed development and all of the findings for approval of the proposed project, consistent with Chapter 19.104.290 of the Cupertino Municipal Code, may be made.

## Next Steps

Should the project be approved, the Design Review Committee's decision on this proposal is final unless an appeal is filed within 14 calendar days of the date of the mailing of the decision, on December 20, 2018. The applicant may apply for building and other permits at the end of the appeal period to complete installation of the proposed signs.

This approval expires on December 6, 2019, at which time the applicant may apply for a one-year extension.

---

Prepared by: Ellen Yau, Associate Planner

Reviewed and Approved by: Piu Ghosh, Principal Planner

**ATTACHMENTS:**

1 – Draft Resolution

2 – Plan Set