



**COMMUNITY DEVELOPMENT DEPARTMENT
PLANNING DIVISION**

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DESIGN REVIEW COMMITTEE STAFF REPORT

Meeting: October 21, 2021

Subject

Sign Exception to allow for a second wall sign on a commercial building where only wall sign is permitted (Mattress Firm). (Application No. EXC-2021-001; Applicant: Tracey Diehl (Expedite the Diehl); Location: 20510 Stevens Creek Boulevard; APN: 359-08-018).

Recommended Action

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

1. Find the project exempt from CEQA; and
2. Approve the Sign Exception (EXC-2021-002).

Discussion

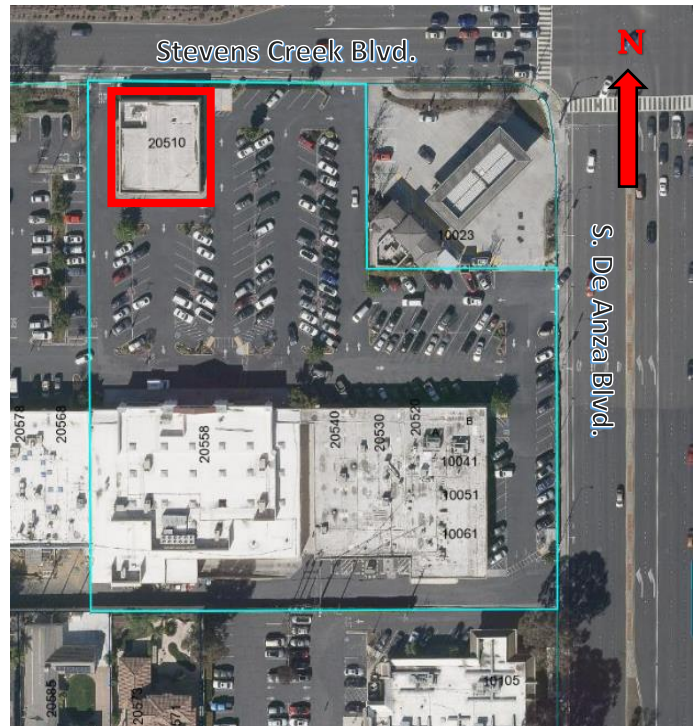
Project Data:

General Plan Designation:	Commercial/Office/Residential			
Special Area:	Heart of the City Specific Plan			
Zoning Designation:	P (CG, Res) / Planned Development with General Commercial and Residential uses			
Lot Area:	139,940 sq. ft.			
Floor Area:	4,200 sq. ft.			
	Allowed	Existing	Total Proposed	Change
Wall Signs	1	1	2	2
Ground Sign	1	1	1	No change to number of signs
Project Consistency with				
General Plan:	Yes			
Zoning:	No – needs sign exception			
Environmental Assessment:	Categorically Exempt			

The project site is located at the corner of Stevens Creek Boulevard and De Anza Boulevard, west of the Chevron gas station. To the north are commercial banks, east of the building is the Chevron gas station, and to the west and south are various commercial uses.

The property is allowed two signs at 20510 Stevens Creek Blvd per the Municipal Code. These signs have already been approved by staff as follows: one wall sign facing Stevens Creek Boulevard, and one ground sign adjacent to South De Anza Boulevard. The applicant, Tracey Diehl, representing Mattress Firm, is requesting approval to install a second wall sign, exceeding the number of signs the Sign Ordinance allows.

Cupertino Municipal Code Section 19.104.140: Permanent Walls Signs allows for one sign per business with exterior frontage, and (1) an additional wall sign for when there is no ground sign, (2) sign is directed to the interior of the project and not visible from any public right-of-way, and (3) the building is occupied by a single tenant pad with more than 5,000 sq. ft. In this case, since the project contains a ground sign adjacent to South De Anza Boulevard, the proposed second wall sign would be visible from South De Anza Boulevard, and the building measures approximately 4,200 sq. ft. (less than 5,000 sq. ft.) a sign exception is required for the proposed sign.



The two wall signs proposed are identical in size, illumination and appearance.



Figure 1: Sign A Facing Stevens Creek Blvd.



Figure 2: Sign B Facing Interior of Property

Each sign is consistent with the provisions of the City's Sign Ordinance as follows:

	Sign A		Sign B	
	Allowed	Proposed	Allowed	Proposed
Allowable Sign Area (1 sq. ft. per linear store frontage)	64.9 sq. ft.	41.2 sq. ft.	75.2 sq. ft.	41.2 sq. ft.
Maximum Store Frontage (70% of store frontage)	45.4 ft.	20.6 ft.	52.6 ft.	20.6 ft.
Illumination Intensity (foot-lamberts)	250	< 250	250	<250

Staff supports the sign exception requested for the additional wall sign. The intent of the sign ordinance is to identify and enhance business while maintaining the aesthetic appearance of the City. The additional sign on the east side of the building will allow for effective and visible signage for the business. While the Chevron gas station would

partially obscure the view of the sign from De Anza Boulevard, the sign will nevertheless remain partially visible. Additionally, the facing the interior provides additional wayfinding for visitors of the shopping center will may be entering from the eastern and southern portions of the property.

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">▪ Site Signage (<i>10 days prior to the hearing</i>)▪ 8 public hearing notices mailed to adjacent property owners (<i>10 days prior to the hearing</i>)	<ul style="list-style-type: none">▪ Posted on the City's official notice bulletin board (<i>one week prior to the hearing</i>)▪ Posted on the City of Cupertino's website (<i>one week prior to the hearing</i>)

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: May 7, 2021; ***Deemed Incomplete:*** June 3, 2021

2nd Submittal Received: July 12, 2021; ***Deemed Incomplete:*** August 9, 2021

3rd Submittal Received: August 11, 2021; ***Deemed Complete:*** September 3, 2021

The City has up to 60 days from the date of deeming the project complete (until November 3, 2021) to make a decision on the project.

Conclusion

Staff recommends approval of the Sign Exception since the overall design package addresses the intent of the Sign Ordinance to identify and enhance the business while maintain the aesthetic standards of the City. The requested Sign Exception will maintain the City's design standards and support the business in its endeavor to meet corporate branding requirements. Staff recommends approval of the project since the project and conditions of approval address all concerns related to the proposed development and all

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 decision, on November 4, 2021. The applicant may apply for building and other permits at the end of the appeal period.

If the project were approved, the approval would expire on October 21, 2021, at which time the applicant may apply for a one-year extension.

Prepared by: Erick Serrano, Senior Planner

Reviewed and Approved by: Piu Ghosh, Planning Manager

ATTACHMENTS:

1 – Draft Resolution

2 – Plan Set