

# *Stevens Creek Boulevard Sign Ordinance Amendment*

*May 19, 2009*  
*Item 4.9*

# Stevens Creek Boulevard Sign Ordinance Amendment

- City boundary runs down center of Stevens Creek Blvd.
- Current sign regulations disadvantage businesses on the San Jose side of the street & promote a visually imbalanced street.



# Freestanding Signs in San Jose

Area: 91 sq. ft.  
Height: 15 ft.



Area: 62 sq. ft.  
Height: 9 ft.



Area: 42 sq. ft.  
Height: 11 ft.



# Freestanding Signs in Santa Clara

Area: 76 sq. ft.  
Height: 25 ft.



Area: 115 sq. ft.  
Height: 29 ft.



Area: 100 sq. ft.  
Height: 25 ft.



Area: 69 sq. ft.  
Height: 27 ft.



# Proposed Changes to Sign Regulations

Freestanding Signs	<ul style="list-style-type: none"><li>• Create Stevens Creek Boulevard Sign Area</li></ul>
Size	<ul style="list-style-type: none"><li>• Triple allowed sign area (based on street frontage). Keep 120 sq. ft. maximum size.</li></ul>
Height	<ul style="list-style-type: none"><li>• Increase maximum height from <b>20</b> to <b>30</b> feet</li></ul>
Number	<ul style="list-style-type: none"><li>• Allow additional freestanding signs for outdoor retail display areas.</li></ul>