

# Proposed Preferred Strategy for the Sign Code Update



# **Supergraphic Signs in North San Jose, Edenvale and the Airport**

# Supergraphics in North San Jose, Edenvale & the Airport

## Question 8:

**Should the City explore regulations allowing large, temporary supergraphic signs in the North San Jose and Edenvale industrial areas and in the Airport Sign Zone?**



# Supergraphics in North San Jose, Edenvale & the Airport – Council Discussion and Decision:

**Staff Recommendation: Option 1. Yes, explore regulations for supergraphics in these areas.**

**Pros:** Would allow staff to explore whether there is a rationale for allowing supergraphics in these areas, identify alternatives available to the Council in regard to these signs, and to analyze the benefits and disadvantages of each alternative.

**Option 2. No, do not explore supergraphics in these areas.**

**Pros:** If the Council does not wish to entertain supergraphics in these areas, that direction would allow staff to focus on other issues.



# Other Proposed Downtown Sign Zone Amendments

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- Allow flat-mounted attached signs on buildings adjacent to a freeway to be displayed higher than 30 ft. above grade.



Current



Proposed

# Other Proposed Downtown Sign Zone Amendments

- Identify additional provisions for temporary signage to accommodate art and other temporary displays.

# Other Proposed Downtown Sign Zone Amendments

- Explore creation of a San Pedro Square Sign Zone with regulations that reflect the area's unique character.



# Other Proposed Downtown Sign Zone Amendments

- Retain current sign area regulations: 2.5 sq. ft. per linear ft. of street frontage. (Skyline signs, roof signs and marquees are allowed in addition to this signage area).



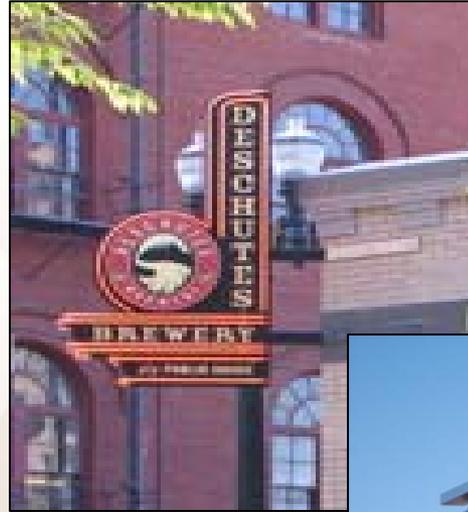
**Most Businesses Use Only a Fraction of Allowed Sign Area**

# Existing and Allowed Signage for Downtown Businesses

Business Name	Sign Area		
	Existing (Sq. Ft.)	Allowed (Sq. Ft.)	Existing as % of Allowed
Johnny Rockets	104.32	329	32%
Laurel's Delights	36.5	105	35%
P.F.Chang	64.13	175	37%
La Nuestra Pizza	41.3	48	86%
Subway	7.5	45	17%
Starbucks Coffee	22	71.25	31%
First Bank & Trust	346	972	36%
Peet's Coffee	34	48	71%
Deloitte	180	608	30%
Pizza Chicago	20	263	8%
Calpine	10	63	16%
Bank of America	29.25	187.5	16%
County Federal	61	113	54%
Extreme Pizza	25.8	50	52%
Ben & Jerry's	27.4	80	34%
McDonald's	64	242	26%
Quizno's	16.5	80	21%
The Pita Pit	80	76.25	100%
House of Siam	37	200	19%
<b>Total</b>	<b>1,207</b>	<b>3,756</b>	<b>32%</b>

# Other Proposed Downtown Sign Zone Amendments

- Fin Signs – Allow to project above top of building.
- Vertical Projecting Signs – Allow higher and lower on a building (15 to 70 ft. above grade) and allow to project above top of building.



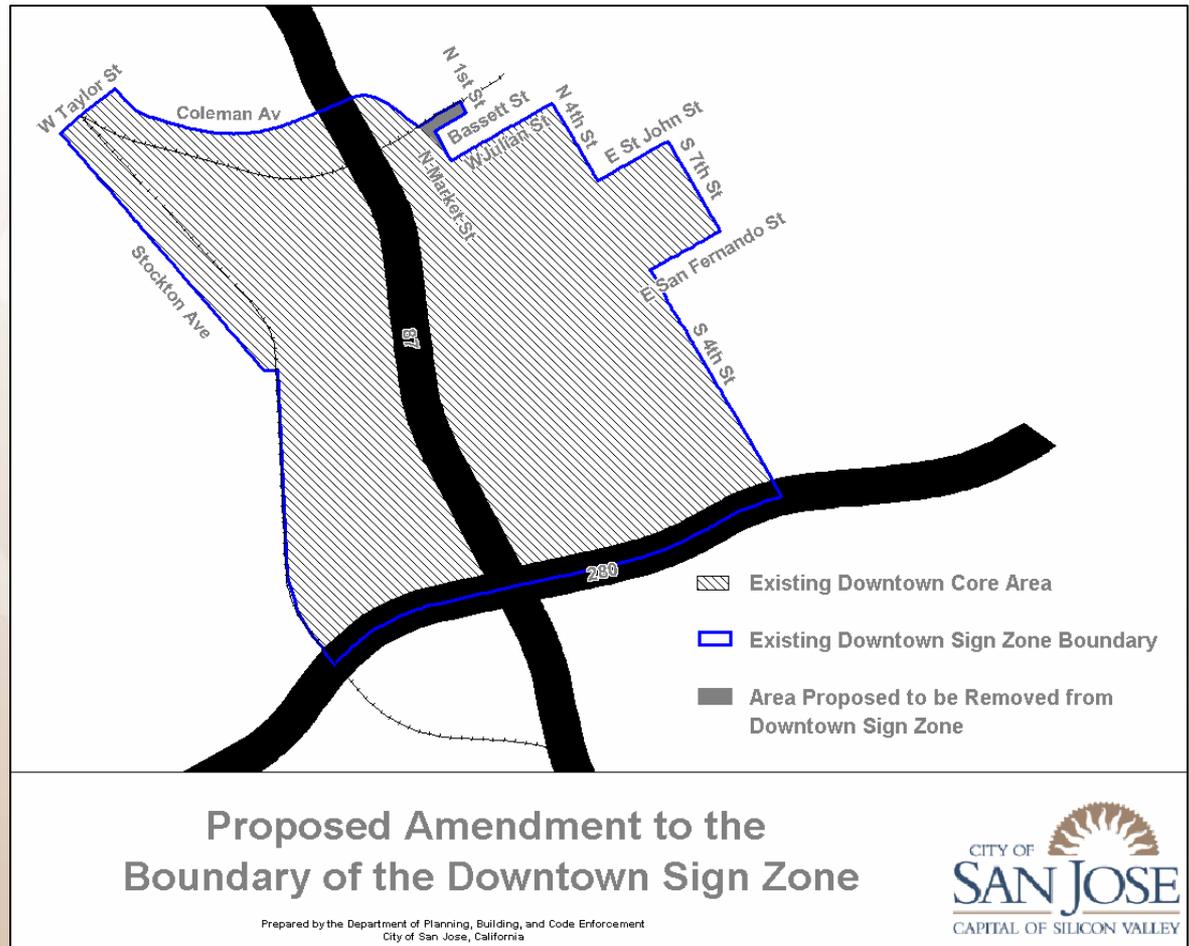
# Other Proposed Downtown Sign Zone Amendments

- Allow small animated sign components (such as the “flame” element of the Flames sign, which could be programmed to “flicker”).
- Allow a “vertical roof sign” as an integral element of the design of a 1 or 2 story building.



# Other Proposed Downtown Sign Zone Amendments

- Make Downtown Sign Zone coterminous with Downtown Core Area





# **Other Proposed Amendments Applicable Citywide or in Special Areas**

# Other Proposed Citywide or Special Area Amendments

- Allow skyline and roof signs for buildings 80+ feet citywide.
- Allow skyline signs for buildings 50+ feet citywide.



**Skyline Sign**

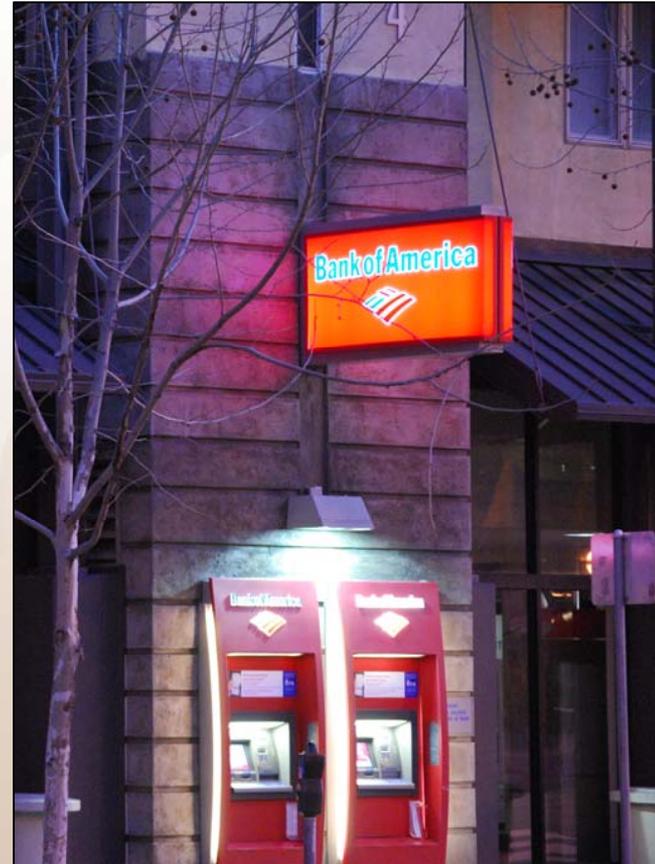


**Roof Sign**

# Other Proposed Citywide or Special Area Amendments

Fin signs citywide:

- Increase allowed size of fin signs from 10 to 20 sq. ft. per side.
- Increase maximum display height from 12 to 20 feet.
- Allow internal illumination.
- Eliminate requirement that sign be located near an entrance.



# Other Proposed Citywide or Special Area Amendments

- Allow A-frame signs on the public sidewalk in all Neighborhood Business Districts as well as the Downtown.



# Other Proposed Citywide or Special Area Amendments

- Architectural Sign Cluster - Allow large parcels to integrate signage with a wall or other landscape entry feature.
- Mercado Signage - Allow greater flexibility in the number of signs for a multi-tenant occupancy.
- Relocated Historic Signs - Allow greater flexibility for relocating historic attached signs.
- No Skyline or Roof Signs Visible from a Park or Creek - Eliminate this restriction.

# Council Discussion and Direction

**Question 9: Are there other comments regarding the proposed preferred strategy for the Sign Code Update?**