

**DRAFT  
NEGATIVE DECLARATION**

The Director of Planning, Building and Code Enforcement has reviewed the proposed project described below to determine whether it could have a significant effect on the environment as a result of project completion. "Significant effect on the environment" means a substantial, or potentially substantial, adverse change in any of the physical conditions within the area affected by the project including land, air, water, minerals, flora, fauna, ambient noise, and objects of historic or aesthetic significance.

**NAME OF PROJECT:** San Jose Sign Code Update

**PROJECT FILE NUMBER:** PP10-111

**PROJECT DESCRIPTION:** The proposed project is a major revision of the City's Sign Ordinance. The Sign Ordinance regulates all signs on private property that are erected, constructed or applied or painted on buildings within the City. The sign requirements are contained in Title 23 of the San Jose Municipal Code. Following is a summary of the major proposed changes to the Sign Ordinance:

- 1) Freeways Signs for large shopping centers with a Programmable Electronic Sign component;
- 2) Large Banner/Supergraphic Signs in the Downtown Sign Zone;
- 3) Programmable Electronic Signs for large ground-floor spaces in the Downtown Sign Zone, for large assembly uses citywide, and for large parcels or parcels with long frontages in a subarea of the Stevens Creek Boulevard Signage Area;
- 4) Retain the existing billboard ban but explore revisions to current regulations for relocation of existing legal non-conforming billboards and explore measures to ensure better maintenance of billboards;
- 5) Expressly prohibit signs with off-site commercial messages;
- 6) Establish the San Pedro Square Signage Area and associated sign regulations; and
- 7) Allow skyline signs on a citywide basis, subject to specific parameters.

**PROJECT LOCATION & ASSESSORS PARCEL NO.:** Citywide/Numerous APNs

**COUNCIL DISTRICT:** Citywide

**APPLICANT CONTACT INFORMATION:** City of San Jose, Department of Planning, Building and Code Enforcement, Contact person: Carol Hamilton (408) 535-7837

**FINDING**

The Director of Planning, Building & Code Enforcement finds the project described above will not have a significant effect on the environment in that the attached initial study identifies no potentially significant effects on the environment.

## **NO MITIGATION MEASURES ARE REQUIRED**

- I. AESTHETICS** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- II. AGRICULTURE RESOURCES** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- III. AIR QUALITY** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- IV. BIOLOGICAL RESOURCES** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- V. CULTURAL RESOURCES** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- VI. GEOLOGY AND SOILS** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- VII. HAZARDS AND HAZARDOUS MATERIALS** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- VIII. HYDROLOGY AND WATER QUALITY** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- IX. LAND USE AND PLANNING** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- X. MINERAL RESOURCES** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- XI. NOISE** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- XII. POPULATION AND HOUSING** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- XIII. PUBLIC SERVICES** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- XIV. RECREATION** – The project will not have a significant impact on this resource, therefore no mitigation is required.
- XV. TRANSPORTATION / TRAFFIC** – The project will not have a significant impact on this resource, therefore no mitigation is required.

**XVI. UTILITIES AND SERVICE SYSTEMS** – The project will not have a significant impact on this resource, therefore no mitigation is required.

**XVII. MANDATORY FINDINGS OF SIGNIFICANCE** – The project will not substantially reduce the habitat of a fish or wildlife species, be cumulatively considerable, or have a substantial adverse effect on human beings, therefore no mitigation is required.

**PUBLIC REVIEW PERIOD**

Before 5:00 p.m. on June 11, 2010, any person may:

1. Review the Draft Negative Declaration (ND) as an informational document only; or
2. Submit written comments regarding the information, analysis, and mitigation measures in the Draft ND. Before the ND is adopted, Planning staff will prepare written responses to any comments, and revise the Draft ND, if necessary, to reflect any concerns raised during the public review period. All written comments will be included as part of the Final ND.

Joseph Horwedel, Director  
Planning, Building and Code Enforcement

Circulated on: May 21, 2010

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Deputy

Adopted on: \_\_\_\_\_

\_\_\_\_\_  
Deputy

## INITIAL STUDY

**PROJECT FILE NO.:** PP10-111

**PROJECT DESCRIPTION:** The proposed project is a major revision of the City's Sign Ordinance. The Sign Ordinance regulates all signs on private property that are erected, constructed or applied or painted on buildings within the City. The sign requirements are contained in Title 23 of the San Jose Municipal Code. Following is a summary of the major proposed changes to the Sign Ordinance:

### First Phase Ordinance Revisions

1. Allow Freeway Signs for Shopping Center Sites of 15 acres or more in area that are located within 250 feet of a Freeway up to a maximum area of 400 square feet and a maximum height of 60-80 ft. with allowance for a Programmable Electronic Sign component of up to 240 square feet. Revise the provisions for measuring a two-sided sign to address V-shaped signs. Establish operational requirements for Programmable Electronic Signs to minimize light and glare and address traffic safety. Establish a 150 foot setback from any residential dwelling unit and specify that the sign be oriented away from residential units to the maximum extent feasible.
2. Allow Architectural Sign Clusters (signage integrated with landscape structures) in lieu of an otherwise allowed freestanding sign for parcels of 15 acres or more in area, subject to the existing overall sign area limitations and setbacks for a freeway sign.
3. Establish the San Pedro Square Signage Area with sign regulations that reflects the desire of the City to provide signage regulations specifically tailored to the unique land use pattern in this area which is typified by small-scale historic and new buildings set within open plazas and surrounded by more intense urban development. The specific regulations applicable to this proposed Signage Area allow for roof signs on single-story buildings, fin signs that extend above the cornice or parapet of a one or two-story building and an increase in the allowed area of a roof sign. Revise the provisions for measuring a roof sign.
4. Revise the requirements for Vertical Projecting Signs in the Downtown Sign Zone to allow a maximum height of 70 feet above grade, establish a minimum height of 15 feet for a sign of 100 square feet or less, and allow signs to project above the cornice or parapet of a building by a maximum of 10 feet.
5. Revise the requirements for Fin Signs in the Downtown Sign Zone to establish a minimum height of 8 feet, establish 30 feet as the height limit, and allow fin signs to project above the cornice or parapet of a building a distance equal to the vertical dimension of the sign divided by four.
6. Allow Arcade signs in the Downtown Sign Zone and in the Urban Mixed Use Sign Zone subject to a minimum height of 8 feet above grade.
7. Expressly prohibit signs displaying off-site commercial messages.
8. Revise the methodology for calculating sign area applicable to roof signs and V-shaped signs.

<i>Issues</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant With Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Information Sources</i>
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**Second Phase Ordinance Revisions**

1. In the Downtown Sign Zone, allow temporary supergraphic signs on the blank walls of buildings (not covering windows or doors) subject to a maximum sign area of 5,000 square feet and an overall limit on the number of such signs allowed at any one time. Such signs must conform to applicable Fire and Building Code standards and may be projected light signs, subject to specific restrictions. Allow these supergraphic signs to be projected light signs subject to specific limitations.
2. In the Downtown Sign Zone, allow a supergraphic sign in lieu of an otherwise allowed skyline sign on buildings that are 75% or less occupied. Such signs are limited to a maximum area of 5,000 square feet, may cover windows of unoccupied building space, and must conform to applicable Fire and Building Code standards.
3. In the Downtown Sign Zone, allow an attached Programmable Electronic Sign (PES) or PES component for each ground floor occupancy with 100 linear feet of frontage on one street or 150 linear feet of frontage on two streets, subject to a maximum area of 50 square feet, a height limit of 25 feet above grade and specific requirements to minimize light and glare and address traffic safety. A PES cannot exceed 50% of the total sign area of any sign.
4. Allow Programmable Electronic Signs for assembly uses with a maximum building occupancy of 500 or more persons or an outdoor assembly use with a maximum of 5,000 or more permanent fixed seats. Establish maximum sign area, height, setback and other requirements to ensure that residential dwelling units are not illuminated by these signs. Establish operational requirements to address compatibility with sensitive uses and traffic safety.
5. Establish a 3-year pilot program to allow large parcels or parcels with long frontages on Stevens Creek Boulevard to display Programmable Electronic Signs as components of freestanding signs within a sub-area of the Stevens Creek Boulevard Signage Area. Limit signs to 60% of the otherwise allowed area of a freestanding sign and establish setbacks and operational requirements to address compatibility with sensitive uses and traffic safety.
6. In the Downtown Sign Zone:
  - Allow flat-mounted attached signs on buildings adjacent to a freeway to be displayed higher than 30 feet above grade.
  - Eliminate restriction on attached signs facing freeways.
  - Identify additional provisions for temporary signs to accommodate art or other temporary displays.
  - Allow small animated sign components as part of a larger sign.
  - Allow architectural roof signs as an integral element of the design of a 1 or 2 story building.
  - Revise the boundary of the Downtown Sign Zone so that it is coterminous with the boundary of the Downtown Core Area. This involves a minor reduction in the area of the Sign Zone.
  - Allow skyline signs on buildings 50 ft or greater in height. Allow skyline signs on residential buildings.
  - Expand the allowance for signs at the entrance to parking garages.
  - Expand the allowed size of temporary projected light signs.
7. Citywide or within specified areas:
  - Allow skyline signs and roof signs on buildings 80 feet or more in height in all commercial and industrial zoning districts citywide and in the Urban Mixed Use Sign Zone.
  - Increase the allowed area of fin signs in commercial and industrial zoning districts citywide. Increase the allowed display height from 10 to 20 feet, eliminate the requirement that fin signs be located near an entrance and increase the allowed projection from a building wall.
  - Allow greater flexibility in the number of signs allowed for a multi-tenant occupancy.

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- Allow greater flexibility for relocating attached historic signs.
- Eliminate restrictions on skyline or roof signs visible from a park or creek. Replace with a requirement for a 100 foot setback from the top of bank of a creek or river or a finding by the Director of Planning that the sign will not illuminate riparian habitat.
- Increase the total number of signs allowed for large non-residential properties located in a residential zoning district from one to two. Allow signs on non-residential properties in residential zoning districts to be illuminated, subject to specific limitations.
- Allow a sign at each vehicular entrance to a parking garage that provides 200 or more public parking spaces with a maximum sign area of 100 square feet per sign.

**Direction by the City Council for Future Ordinance Analysis**

1. Retain the existing billboard ban and explore revisions to current regulations for the relocation of existing legal non-conforming billboards to ensure that they allow for and encourage relocation of billboards from residential areas to more appropriate commercial locations. Explore measures to ensure better maintenance of existing billboards.
2. In regard to freeway signs for large shopping centers, explore allowance for off-site messages for nearby large businesses and explore alternatives for a design review process with a community meeting for freeway signs that exceed the height and area parameters.
3. Monitor the proposed Stevens Creek Boulevard Programmable Electronic Sign Pilot Program and explore the potential for Programmable Electronic Signs in the Capitol Expressway Auto Mall Signage Area, Blossom Hill Road in the vicinity of Oakridge Mall and along Capitol Corridor near Eastridge and in other appropriate commercial areas.
4. Explore regulations allowing large temporary banner/supergraphic signs limited to on-site or non-commercial messages in the North San Jose and Edenvale Industrial Areas and in the Airport Sign Zone.
5. Allow A-frame signs on public sidewalks in all of the Neighborhood Business Districts and explore a mechanism to more proactively enforce regulations for temporary signs.
6. Explore allowing supergraphics for large public assembly venues.
7. Within 24 months of the effective date of an ordinance allowing for supergraphic signs in the Downtown Sign Zone, reassess and provide revised recommendations regarding the total number of supergraphic signs allowed in the Downtown Sign Zone at any one time.
8. Develop a provision that allows Programmable Electronic Signs (PDSs) in the Stevens Creek Boulevard Programmable Electronic Sign Pilot Program Area to exceed 60% of the total area of a sign based on specific criteria regarding the design quality.
9. Explore options for allowing off-site messages for very large assembly uses.

**PROJECT LOCATION AND**

**ASSESSOR’S PARCEL NUMBER(s):** Citywide Sign Ordinance

**EXISTING GENERAL PLAN DESIGNATION:** Citywide, all General Plan Designations

**EXISTING ZONING:** Citywide, all Zoning Districts

**EXISTING LAND USE:** Citywide, Numerous Land Uses

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**SURROUNDING LAND USES / GENERAL PLAN / ZONING:**

The proposed Sign Ordinance is applicable Citywide.

**LEAD AGENCY: City of San Jose**

**PROJECT PROPOSENT'S NAME AND ADDRESS:**

Department of Planning, Building and Code Enforcement  
 City of San Jose  
 Contact: Carol Hamilton, Senior Planner

**DETERMINATION**

**On the basis of this initial study:**

<input checked="" type="checkbox"/>	I find the proposed project could not have a significant effect on the environment, and a <b>NEGATIVE DECLARATION</b> will be prepared.
<input type="checkbox"/>	I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because the project proponent has agreed to revise the project to avoid any significant effect. A <b>MITIGATED NEGATIVE DECLARATION</b> will be prepared.
<input type="checkbox"/>	I find the proposed project could have a significant effect on the environment, and an <b>ENVIRONMENTAL IMPACT REPORT(EIR)</b> is required.
<input type="checkbox"/>	I find the proposed project could have a significant effect on the environment, but at least one effect has been (1) adequately analyzed in a previous document pursuant to applicable legal standards, and (2) addressed by mitigation measures based on the previous analysis as described in the attached initial study. An EIR is required that analyzes only the effects that were not adequately addressed in a previous document.
<input type="checkbox"/>	I find that although the proposed project could have a significant effect on the environment, no further environmental analysis is required because all potentially significant effects have been (1) adequately analyzed in an earlier EIR or <b>NEGATIVE DECLARATION</b> pursuant to applicable standards, and (2) avoided or mitigated pursuant to that earlier EIR or <b>NEGATIVE DECLARATION</b> , including revisions or mitigation measures that are included in the project, and further analysis is not required.

May 20, 2010  
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 Date

  
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 Signature

Name of Preparer: Carol Hamilton

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**I. AESTHETICS - Would the project:**

a) Have a substantial adverse effect on a scenic vista?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
b) Substantially damage scenic resources, including, but not limited to, trees, rock out-croppings, and historic buildings within a state scenic highway?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
c) Substantially degrade the existing visual character or quality of the site and its surroundings?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
d) Create a new source of substantial light or glare that would adversely affect day or nighttime views in the area?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	1,2
e) Increase the amount of shading on public open space (e.g. parks, plazas, and/or school yards) ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2

**FINDINGS: Less Than Significant Impact**

The proposed project includes sign regulations that will affect the visual character of the city. These regulations have been structured to control the size, placement and type of signage in a manner that prevents sign clutter and visual blight, with provision for more intense signage in the urban core and less intense signage in the areas of the city that are suburban or rural in character. The proposed sign types and regulations have been carefully vetted through a community outreach process to ensure consideration of the community’s aesthetic values in development of the revised sign regulations.

The proposed increased in sign area and allowance for additional Programmable Electronic Signs (PES) could result in a minor increase in nighttime lighting in specific locations, however the proposed sign regulations provide separate regulations based on zoning district that are tailored to the land use characteristics and intensity of various areas of the City. The regulations provide setbacks from residential uses, specific requirements for residential and open space zoning districts and limitations on the operation and lighting of signs to ensure that sign illumination does not result in significant light and glare impacts in scenic areas or on sensitive uses. For example, proposed setbacks for signs for PES’s for assembly uses in the commercial and industrial zoning districts are based on sign area (i.e, for up to 40 square feet the setback from a residence is 150 ft; for 41 to 70 square feet the setback is 250 feet, and for up to 100 square feet the setback is 350 feet). The proposed operational regulations for Programmable Electronic Signs prohibit animation and flashing lights, limit sign illumination to 0.3 foot candles above ambient light, and require automatic dimming technology to consistently maintain the required light levels. Based on measures incorporated into the sign regulations to protect sensitive uses and avoid visual blight and clutter, less than significant impacts would occur as a result of the proposed ordinance revisions.

Proposed ordinance amendments would result in a less than significant aesthetic impact.

**MITIGATION MEASURES: None required.**

**II. AGRICULTURE RESOURCES - Would the project:**

a) Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance (Farmland), as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,3,4
b) Conflict with existing zoning for agricultural use, or a Williamson Act contract?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,3,4
c) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland, to non-agricultural use?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,3,4

**FINDINGS: No Impact.**

The proposed Sign Ordinance amendments would affect only the size, type, number and placement of signs within the City limits of San Jose and would not otherwise change the City’s regulations regarding the development of vacant land. The size and type of signage allow by the Sign Ordinance is based on Zoning Districts to ensure that appropriate

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signage is provided for the full range of land uses, including urban and rural land uses within San Jose. The proposed changes in sign regulations will not result in the conversion of prime farmland or in any environmental impact on agricultural land.

MITIGATION MEASURES: None Required.

**III. AIR QUALITY - Would the project:**

a) Conflict with or obstruct implementation of the applicable air quality plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,14
b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,14
c) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is classified as non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions that exceed quantitative thresholds for ozone precursors)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,14
d) Expose sensitive receptors to substantial pollutant concentrations?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,14
e) Create objectionable odors affecting a substantial number of people?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,14

FINDINGS: No Impact

The City of San Jose uses the threshold of significance established by the Bay Area Air Quality Management District (BAAQMD) to assess air quality impacts. Based on the BAAQMD threshold of significance, projects that generate fewer than 2,000 vehicle trips per day are not considered major air pollutant contributors and do not require a technical air quality study. The proposed ordinance amendment is a revision to the sign code that only affects signs, including their height, size and location, and will not result in new vehicle trips or other pollutant emissions.

MITIGATION MEASURES: None Required.

**IV. BIOLOGICAL RESOURCES - Would the project:**

a) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,10
b) Have a substantial adverse effect on any aquatic, wetland, or riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,6,10
c) Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act including, but not limited to, marsh, vernal pool, coastal, etc., through direct removal, filling, hydrological interruption, or other means?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,6
d) Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,10
e) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,11
f) Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2

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FINDINGS: No Impact.

The proposed Ordinance amendment is a revision to the City’s sign regulations and only affects the development standards for signs including their height, size, location and materials and will not have an impact on endangered, threatened or rare species or their habitats or on mature trees. The proposed regulations focus primarily on permanent signage for developed sites. Regulations require a 100 foot setback from the top of bank of a creek and river for skyline signs that have the potential to illuminate riparian habitat.

MITIGATION MEASURES: None Required.

**V. CULTURAL RESOURCES - Would the project:**

a) Cause a substantial adverse change in the significance of an historical resource as defined in CEQA Guidelines §15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	1,7
b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to CEQA Guidelines §15064.5?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,8
c) Directly or indirectly destroy a unique paleontological resource or site, or unique geologic feature?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,8
d) Disturb any human remains, including those interred outside of formal cemeteries?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,8

FINDINGS: No Impact

The proposed Sign Ordinance amendments affect only the size, type, number and placement of signs within the City limits of San Jose and will not impact paleontological or archaeological resources. The proposed sign regulations include provisions to encourage the preservation of historic signs. The City’s development review process includes discretionary review of signs associated with an historic landmarks to ensure that signage conforms to the *Secretary of the Interior’s Standards and Guidelines for Archeology and Historic Preservation* and does not diminish the significance of an historic resource.

MITIGATION MEASURES: None Required.

**VI. GEOLOGY AND SOILS - Would the project:**

a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:					
1) Rupture of a known earthquake fault, as described on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? (Refer to Division of Mines and Geology Special Publication 42.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,5,24
2) Strong seismic ground shaking?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,5,24
3) Seismic-related ground failure, including liquefaction?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,5,24
4) Landslides?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,5,24
b) Result in substantial soil erosion or the loss of topsoil?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,5,24
c) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,5,24
d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,5,24

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e) Have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,5,24

FINDINGS: No Impact

This proposed Sign Ordinance amendment applies only to signs, including their height, size, number and location, and will not alter building regulations. Signs implemented pursuant to this Ordinance will be erected in conformance with Uniform Building Code Guidelines for Seismic Zone 4 to avoid or minimize potential damage from seismic shaking and liquefaction on the site. All development located in a Geologic Hazard Zone will be required to conform to the Geologic Hazards Ordinance.

MITIGATION MEASURES: None Required.

**VII. HAZARDS AND HAZARDOUS MATERIALS - Would the project:**

a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
d) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,12
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
f) For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
g) Impair implementation of, or physically interfere with, an adopted emergency response plan or emergency evacuation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
h) Expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1

FINDINGS: No Impact

The proposed project is a revision to the Sign Ordinance and affects only the development standards for signs, including their height, size, number and placement. The proposed Ordinance will not interfere with any emergency response plan or emergency evacuation plan, will not create any potential health hazard or expose people to existing sources of health hazard.

MITIGATION MEASURES: None Required.

<i>Issues</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant With Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Information Sources</i>
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**VIII. HYDROLOGY AND WATER QUALITY - Would the project:**

a) Violate any water quality standards or waste discharge requirements?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,15
b) Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
c) Substantially alter the existing drainage pattern of the site or area, including the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on-or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
d) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner that would result in flooding on-or off-site?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
e) Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,17
f) Otherwise substantially degrade water quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
g) Place housing within a 100-year flood hazard area as mapped on a Federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,9
h) Place within a 100-year flood hazard area structures that would impede or redirect flood flows?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,9
i) Expose people or structures to a significant risk of loss, injury, or death involving flooding, including flooding as a result of the failure of a levee or dam?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
j) Be subject to inundation by seiche, tsunami, or mudflow?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1

FINDINGS: No Impact

The proposed Ordinance is an amendment to the city’s sign regulations and affects only the development standards for signs, including the size, number, type and placement of signs. This ordinance will not expose people to flooding hazards, seiches, tsunamis or mudflows and will not impede flood flows. Erection of signs pursuant to this ordinance would not affect groundwater or change drainage patterns and would result in only very minor soil disturbance or displacement.

MITIGATION MEASURES: None Required.

**IX. LAND USE AND PLANNING - Would the project:**

a) Physically divide an established community?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
b) Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
c) Conflict with any applicable habitat conservation plan or natural community conservation plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2

FINDINGS: No Impact

<i>Issues</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant With Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Information Sources</i>
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The proposed modifications to the Sign Ordinance are applicable citywide and are not site specific. The proposed revisions are consistent with the purpose of the Sign Ordinance, which is to prevent blight and visual clutter. They have been designed to achieve General Plan goals for vibrant urban develop and attractive streetscapes free of excessive clutter. Each sign permit will be required to conform to the regulations of the revised sign ordinance as identified for specific zoning categories. In conforming to these regulations, each sign will further the objectives of the Zoning Ordinance and the General Plan. Generally, signs do not disrupt or divide the physical arrangement of established communities given their scale and size; therefore the proposed amendment will not disrupt or divide the physical arrangement of an established community. Generally, permanent signs allowed pursuant to the proposed Sign Ordinance are located on developed sites and are not expected to conflict any applicable habitat conservation plan.

MITIGATION MEASURES: None Required.

**X. MINERAL RESOURCES - Would the project:**

a) Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2,23
b) Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2,23

FINDINGS: No Impact

The proposed Ordinance is an amendment to the City’s sign regulations and affects only the development standards for signs, including the size, number, type and placement of signs and would not affect mineral resources.

MITIGATION MEASURES: None Required.

**XI. NOISE - Would the project result in:**

a) Exposure of persons to, or generation of, noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2,13,18
b) Exposure of persons to, or generation of, excessive groundborne vibration or groundborne noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
c) A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
d) A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
f) For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1

FINDINGS: No Impact

The proposed Ordinance is an amendment to the city’s sign regulations and affects only the development standards for signs, including the size, number, type and placement of signs and would not generate noise or otherwise increase ambient noise levels.

MITIGATION MEASURES: None Required.

<i>Issues</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant With Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Information Sources</i>
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**XII. POPULATION AND HOUSING - Would the project:**

a) Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
b) Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1
c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1

FINDINGS: No Impact

The proposed Ordinance is an amendment to the City’s sign regulations and affects only the development standards for signs, including the size, number, type and placement of signs and would not induce population growth or displace housing or residents.

MITIGATION MEASURES: None Required.

**XIII. PUBLIC SERVICES**

a) Result in substantial adverse physical impacts associated with the provision of new or physically altered governmental facilities, the need for new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times or other performance objectives for any of the public services:					
Fire Protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
Police Protection?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
Schools?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
Parks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
Other Public Facilities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2

FINDINGS: No Impact

The proposed Ordinance is an amendment to the city’s sign regulations and affects only the development standards for signs, including the size, number, type and placement of signs and would not increase the demand of urban services. Signage implemented pursuant to the Sign Ordinance is generally focused in commercial and industrial areas in urbanized areas of San Jose where services are available.

MITIGATION MEASURES: None Required.

**XIV. RECREATION**

a) Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2
b) Does the project include recreational facilities or require the construction or expansion of recreational facilities that might have an adverse physical effect on the environment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2

FINDINGS: No Impact

The proposed Ordinance is an amendment to the City’s sign regulations and affects only the development standards for signs, including the size, number, type and placement of signs. This ordinance does not propose new recreational facilities or increase the demand for park facilities.

MITIGATION MEASURES: None Required.

<i>Issues</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant With Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Information Sources</i>
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**TRANSPORTATION / TRAFFIC - Would the project:**

a) Cause an increase in traffic which is substantial in relation to the existing traffic load and capacity of the street system (i.e., result in a substantial increase in either the number of vehicle trips, the volume to capacity ratio of roads, or congestion at intersections)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2,19
b) Exceed, either individually or cumulatively, a level of service standard established by the county congestion management agency for designated roads or highways?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2,19
c) Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,19
d) Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible land uses (e.g., farm equipment)?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	25,26
e) Result in inadequate emergency access?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,20
f) Result in inadequate parking capacity?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,18
g) Conflict with adopted policies, plans, or programs supporting alternative transportation (e.g., bus turnouts, bicycle racks)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2,18

**FINDINGS:** No Impact.

The proposed Ordinance is an amendment to the city’s sign regulations and affects only the development standards for signs, including their size, number, type and placement and will not result in new vehicle trips. Operational requirements have been included in the proposed regulations for Programmable Electronic Signs to ensure that these signs do not result in unsafe levels of driver distraction.

**MITIGATION MEASURES:** None Required.

**XV. UTILITIES AND SERVICE SYSTEMS - Would the project:**

a) Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,15
b) Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,2,21
c) Require or result in the construction of new stormwater drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,17
d) Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,22
e) Result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the project’s projected demand in addition to the provider’s existing commitments?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,21
f) Be served by a landfill with sufficient permitted capacity to accommodate the project’s solid waste disposal needs?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,21
g) Comply with federal, state, and local statutes and regulations related to solid waste?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,21

**FINDINGS:** No impact.

The proposed Ordinance is an amendment to the city’s sign regulations and affects only the development standards for signs, including their size, number, type and placement and will not. This ordinance would not result in increases in wastewater treatment, storm water runoff, or in the demand for water resources or waste disposal.

<i>Issues</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant With Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Information Sources</i>
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MITIGATION MEASURES: None Required.

**XVI. MANDATORY FINDINGS OF SIGNIFICANCE**

a) Does the project have the potential to (1) degrade the quality of the environment, (2) substantially reduce the habitat of a fish or wildlife species, (3) cause a fish or wildlife population to drop below self-sustaining levels, (4) threaten to eliminate a plant or animal community, (5) reduce the number or restrict the range of a rare or endangered plant or animal, or (6) eliminate important examples of the major periods of California history or prehistory?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,10
b) Does the project have impacts that are individually limited, but cumulatively considerable? “Cumulatively considerable” means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1,16
c) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1

FINDINGS: No Impact.

As discussed in the previous sections, the proposed project would not result in any potentially significant environmental impact.

MITIGATION MEASURES: None Required.

<i>Issues</i>	<i>Potentially Significant Impact</i>	<i>Less Than Significant With Mitigation Incorporated</i>	<i>Less Than Significant Impact</i>	<i>No Impact</i>	<i>Information Sources</i>
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## CHECKLIST REFERENCES

1. Environmental Clearance Application – File No. PP10-111
2. San Jose 2020 General Plan
3. USDA, Soil Conservation Service, Soil Survey of SC County, August 1968
4. USDA, Soil Conservation Service, Important Farmlands of SC County map, June 1979
5. State of California’s Geo-Hazard maps / Alquist Priolo Fault maps
6. Riparian Corridor Policy Study 1994
7. San Jose Historic Resources Inventory
8. City of San Jose Archeological Sensitivity Maps
9. FEMA Flood Insurance Rate Map, Santa Clara County, 1986
10. California Department of Fish & Game, California Natural Diversity Database, 2001
11. City of San Jose Heritage Tree Survey Report
12. California Environmental Protection Agency Hazardous Waste and Substances Sites List, 1998
13. City of San Jose Noise Exposure Map for the 2020 General Plan
14. BAAQMD CEQA Guidelines, Bay Area Air Quality Management District. April 1996, revised 1999.
15. San Francisco Bay Regional Water Quality Control Board 1995 Basin Plan
16. Final Environmental Impact Report, City of San Jose, SJ 2020 General Plan
17. Santa Clara Valley Water District
18. City of San Jose Title 20 Zoning Ordinance
19. San Jose Department of Public Works
20. San Jose Fire Department
21. San Jose Environmental Services Department
22. San Jose Water Company, Great Oaks Water Company
23. California Division of Mines and Geology
24. Cooper Clark, San Jose Geotechnical Information Maps, July 1974
25. “Safety Impacts of Emerging Digital Display Technology for Outdoor Advertising Signs”, a report commissioned and administered by the American Association of State Highway and Transportation Officials.
26. ”The Possible Effect of Commercial Electronic Variable Message Signs (CEVMS) on Driving Safety – Phase I a study conducted by the Federal Highway Administration in 2009

Revised 6.8.09 SBW

## ADDENDUM TO A NEGATIVE DECLARATION

Pursuant to Section 15164 of the CEQA Guidelines, the City of San Jose has prepared an Addendum to a Negative Declaration (ND) adopted for a previous project. Because minor changes made to the project described below do not raise important new issues about the effects on the environment, this project is adequately covered by this Addendum to the Negative Declaration from the previous project.

### PROJECT DESCRIPTION AND LOCATION

**File No. PP12-041.** Title 23 of the San Jose Municipal Code (Sign Ordinance) regulates all signs on private property that are erected, constructed or applied or painted on buildings within the City. The proposed project is a revision of the City's Sign Ordinance amending various sections.

Below is a description of the proposed amendments to the Sign Ordinance. The environmental impacts for amendments 6 through 12 were analyzed and covered by a Negative Declaration, File number PP10-111. Amendments 1 through 5 are a minor modification to the previous proposal and are analyzed as part of this addendum.

1. Allow Vertical Projecting signs in the Commercial and Industrial Zoning Districts similar to existing regulations in the Downtown, subject to a maximum of one sign up to a size of 20 square feet and on buildings at least 50 feet in height;
2. Allow Arcade Signs in the Urban Mixed Use Sign Zone similar to other areas of the City and subject to a maximum of one sign up to a size of 10 square feet and at least 7 feet above grade;
3. Allow Citywide one Skyline Sign on residential and mixed use residential building at least 140 feet above grade and not more than 190 feet above grade subject to a maximum square feet of 250 square feet and establish parameters that ensure that the residential uses are not impacted by the illumination from these signs;
4. Modify regulations to allow non-illuminated Skyline and Roof Signs located on buildings within 1000 feet of a creek or river.
5. Minor modifications to Programmable Electronic Signs for Assembly Spaces.

Covered by Negative Declaration File Number: PP10-111

6. Allow Programmable Electronic Signs for Assembly Spaces.
7. Revise the requirements for Programmable Electronic Signs for large ground-floor spaces in the Downtown Sign Zone;
8. Revise the regulations applicable to the Downtown Sign Zone to allow flat-mounted attached signs adjacent to freeways to be displayed higher on a building;
9. Revise the boundary of the Downtown Sign Zone to be coterminous with the Downtown Core Area;
10. Revise the provisions for parking garage signs in the Downtown and Citywide,
11. Revise the General Regulations to facilitate the relocation of historic signs;
12. Increase the number of signs allowed in the Residential Zoning Districts from one to two for properties with long frontages that are developed with non-residential uses.

## CERTIFICATION

The environmental impacts of this project were addressed by an Initial Study and documented by a Negative Declaration for the Sign Ordinance Update, File No. PP10-111 and addendum thereof, File No PP12-041. Specifically, the following impacts were reviewed and found to be adequately considered:

<input checked="" type="checkbox"/> Traffic and Circulation	<input checked="" type="checkbox"/> Soils and Geology	<input checked="" type="checkbox"/> Noise
<input checked="" type="checkbox"/> Transportation	<input checked="" type="checkbox"/> Hazardous Materials	<input checked="" type="checkbox"/> Land Use
<input checked="" type="checkbox"/> Public Services	<input checked="" type="checkbox"/> Biological Resources	<input checked="" type="checkbox"/> Air Quality
<input checked="" type="checkbox"/> Aesthetics	<input checked="" type="checkbox"/> Mineral Resources	<input checked="" type="checkbox"/> Agriculture
<input checked="" type="checkbox"/> Cultural Resources	<input checked="" type="checkbox"/> Population and Housing	<input type="checkbox"/> Energy
<input checked="" type="checkbox"/> Flooding	<input checked="" type="checkbox"/> Utilities	<input type="checkbox"/> Facilities and Services
<input checked="" type="checkbox"/> Water Quality	<input checked="" type="checkbox"/> Recreation	<input type="checkbox"/>

## ANALYSIS:

The proposed project would amend the City's Sign Ordinance as described above in the project description. The environmental impacts for a broad range of Sign Ordinance amendments including items 6 through 12 as described above were covered by the Negative Declaration (ND), File No PP10-111. Amendments 1 through 5 as described above are minor modifications or additions to the previous project description and are discussed below. The Sign Ordinance controls the placement, size, quantity and operational parameters of individual signs. The regulations are proposed in such a manner that they prevent sign clutter and visual blight, by providing for more intense signage in the urban core and less intense signage in the areas of the city that are suburban or rural in character. These amendments include sign regulations that have the possibility that they will affect the visual character of the City, and are therefore being analyzed for potential environmental impacts.

### Vertical Projecting Signs and Arcade signs

The Sign Ordinance defines Vertical Projecting<sup>1</sup> Sign and Arcade Signs<sup>2</sup> and has sign regulations according to the (non-residential) Zoning Districts the signs are located in, such as the Commercial/Industrial, Downtown and Urban Mixed Use. These regulations currently provide for different types of signage within the urbanized areas of the City, but are not consistent throughout the various zoning districts such as for Vertical Projecting Signs and Arcade signs.

The project would allow Vertical Projecting signs in the Commercial and Industrial Zoning Districts. The size and placement restrictions would be similar to those in the Downtown, where vertical projecting signs are on buildings that are at least 50 feet in height and are limited to one sign, up to a maximum of 20 square feet in size.

The project also proposes Arcade Signs in the Urban Mixed Use Sign Zone, similar to other commercial areas of the City.

The previous project and ND had analyzed that the environmental impacts of allowing Vertical Projecting Signs and Arcade signs in the Downtown and Urban Mixed Use sign zones would result in a less than significant impact to the environment and would not cause visual clutter or blight. This project's proposed regulations for both the Vertical Projecting Signs and the Arcade signs along with other existing regulations would also ensure that the proposed signage would not cause visual clutter or blight and impacts would be less than significant.

<sup>1</sup> "Vertical projecting sign" means a projecting sign located vertically along several floors on the facade of a building. Such signs may be comprised of one continuous vertical sign or several signs that are aligned vertically. Such signs are often intended to be read vertically.

<sup>2</sup> "Arcade sign" means a sign that is: (A) suspended from the ceiling of a covered pedestrian walkway, which covered walkway must be of at least six (6) feet in width and, attached to the building, and (B) oriented perpendicular to the building face to which the covered walkway is attached.

Skyline signs on residential and mixed-use residential Citywide

The Sign Ordinance defines Skyline<sup>3</sup> signs and current regulations allow Skyline signs on non-residential buildings, subject to specific regulations to ensure the signage does not cause any visual or aesthetic impacts. Through adoption of the Envision General Plan, the City has formally identified other areas throughout the City in which it is appropriate to build higher-density, mixed-use development. Following this direction, the proposed Sign Ordinance amendment would potentially allow skyline signs on residential and mixed-use residential city wide, allowing one Skyline Sign for buildings of 140 feet or greater in height, with a maximum sign area of 250 square feet. As proposed, the sign may not be mounted on the exterior of or illuminate that portion of the building façade containing residential living units. The previous project analyzed the environmental impacts of allowing Skyline signs on residential towers in the Downtown Sign Zone. As described above the proposal is to allow them Citywide with parameters similar to those previously analyzed to ensure that signage would not cause additional environmental impacts.

Minor modifications to Programmable Electronic Signs for Assembly Spaces

The previous project analyzed Programmable Electronic Signs for Assembly Spaces with a maximum building occupancy of 500 or more persons or an outdoor assembly use with a maximum of 15,000 or more permanent fixed seats. The project determined that regulations were to be established for maximum sign area, height, setback and other requirements would ensure that residential dwelling units are not illuminated by these signs and regulations were to be established for operational requirements as well so as to address compatibility with sensitive uses and traffic safety. The analysis included potential methods to assess setbacks and size so as to protect the surrounding and nearby sensitive uses, and the analysis concluded that based on measures incorporated into the sign regulations to protect sensitive uses and avoid visual blight and clutter, less than significant impacts would occur as a result of the ordinance revisions.

This project is proposing minor changes to the methodology in establishing controls to determine the size. The proposal is to follow the existing methodology of determining the size of a sign and allowing a percentage (75%) of that sign to be programmable. The percentage of allowable programmable area is consistent with existing regulations in the Sign Ordinance. This approach still ensures that adequate measures are in place to protect sensitive uses as analyzed previously.

Modify regulation to allow non-illuminated Skyline and Roof Signs located on buildings within 1000 feet of a creek or river.

The current regulations outside the Downtown prohibit skyline signs (illuminated and non-illuminated) within 1000 feet of a river or creek. This regulation was originally proposed to minimize visual impacts when placed on building near a waterway (creeks, rivers). The proposal would allow non-illuminated skyline signs, since all signs are allowed based on existing parameters that control the size, quantity and location which was formulated to avoid visual impacts, including skyline signs in other locations. Illuminated skyline signs within 1000 feet of the creek or river would still be prohibited.

In conformance with CEQA, the Director of Planning has determined that a substantial revision to the project has not been made, and no further environmental review or mitigation is required under CEQA.

Dipa Chundur  
Project Manager

Date

3/21/2012

Joseph Horwedel, Director  
Planning, Building and Code Enforcement

Deputy



<sup>3</sup> "Skyline sign" means a flat-mounted sign located at the top floor of a building which does not project above the higher of the cornice or parapet of the building.

## ADDENDUM TO A NEGATIVE DECLARATION

Pursuant to Section 15164 of the CEQA Guidelines, the City of San Jose has prepared an Addendum to a Negative Declaration (ND) adopted for a previous project. Because minor changes made to the project described below do not raise important new issues about the effects on the environment, this project is adequately covered by this Addendum to the Negative Declaration from the previous project.

### PROJECT DESCRIPTION AND LOCATION

**File No. PP13-015.** Title 23 of the San Jose Municipal Code (Sign Ordinance) regulates all signs on private property that are erected, constructed or applied or painted on buildings within the City. The proposed project is a revision of the City's Sign Ordinance amending various sections.

Below is a description of the proposed amendments to the Sign Ordinance. The environmental impacts for the proposed amendments are a minor modification to the previous Negative Declaration and are analyzed as part of this addendum.

- 1) Revise Downtown Sign Zone regulations to allow flat-mounted signs for buildings greater than 140 feet in height to be placed up to 60 feet above grade; and
- 2) Programmable Electronic Signs:
  - o Allow free-standing fuel price signs at service stations to have a programmable electronic sign component; and
  - o Allow safety or directional signs related to public parking garages to have a programmable electronic sign component; and
- 3) Make other related non-substantive, clerical or technical modifications.

### CERTIFICATION

The environmental impacts of this project were addressed by an Initial Study and documented by a Negative Declaration for the Sign Ordinance Update, File No. PP10-111 and addendum thereof, File No PP13-015. Specifically, the following impacts were reviewed and found to be adequately considered:

- |   |  |  |
|---|--|--|
| <input checked="" type="checkbox"/> Traffic and Circulation | <input checked="" type="checkbox"/> Soils and Geology      | <input checked="" type="checkbox"/> Noise        |
| <input checked="" type="checkbox"/> Transportation          | <input checked="" type="checkbox"/> Hazardous Materials    | <input checked="" type="checkbox"/> Land Use     |
| <input checked="" type="checkbox"/> Public Services         | <input checked="" type="checkbox"/> Biological Resources   | <input checked="" type="checkbox"/> Air Quality  |
| <input checked="" type="checkbox"/> Aesthetics              | <input checked="" type="checkbox"/> Mineral Resources      | <input checked="" type="checkbox"/> Agriculture  |
| <input checked="" type="checkbox"/> Cultural Resources      | <input checked="" type="checkbox"/> Population and Housing | <input type="checkbox"/> Energy                  |
| <input checked="" type="checkbox"/> Flooding                | <input checked="" type="checkbox"/> Utilities              | <input type="checkbox"/> Facilities and Services |
| <input checked="" type="checkbox"/> Water Quality           | <input checked="" type="checkbox"/> Recreation             | <input type="checkbox"/>                         |

### ANALYSIS:

The proposed project would amend the City's Sign Ordinance as described above in the project description. The environmental impacts for a broad range of Sign Ordinance amendments were covered by the Negative Declaration (ND), File No PP10-111. Amendments described above are minor modifications or additions to the previous project description and are discussed below. The Sign Ordinance controls the placement, size, quantity and operational parameters of individual signs. The regulations are proposed in such a manner that they prevent sign clutter and visual blight, by providing for more intense signage in the urban core and less intense signage in the areas of the

City that are suburban or rural in character. These amendments include sign regulations that have the possibility that they will affect the visual character of the City, and are therefore being analyzed for potential environmental impacts.

### **Flat-mounted Signs in Downtown**

The current Sign Ordinance has regulations tailored to the unique characteristics of the Downtown, encouraging more pedestrian activities in a high-density urban environment. The Downtown Sign Zone allows for different types of signage to cater to the needs of diverse business establishments. The most common is the flat-mounted sign, which is a type of attached sign located on a building façade. The Sign Ordinance defines flat-mounted signs and has specific regulations, such as size and placement on a building. In the past several years the Downtown has seen an increase in higher density development with many high-rise buildings more than one hundred forty (140) feet in height. The architectural designs of these high-rise buildings are either tall vertical towers, towers over a one- to three-story base, or over a grand entrance.

Current regulations allow flat-mounted signs on a building façade to be placed no more than thirty (30) feet above grade, because these types of signs are located with an intention to be viewed more from a pedestrian standpoint and also to prevent potential visual clutter associated with placement of signs higher on a building. Current regulations also allow high-rise buildings taller than eighty (80) feet to have signage in the form of skyline signs, which is an attached sign located at the top floor of a building which does not project above the higher of the cornice or parapet of the building.

In keeping with economic and business trends and also to encourage distinctive and aesthetic architectural designs, staff is proposing an amendment to the Sign Ordinance to allow flat-mounted signs on buildings taller than one hundred forty (140) feet to be placed no more than sixty (60) feet above grade. The proposed ordinance provides flexibility for the placement of flat-mounted signs on tall buildings in a manner that is consistent with the overall approach to the City's signage regulations. This change would provide an opportunity for businesses to advertise themselves and may attract more companies to Downtown.

The previous project and ND had analyzed that the environmental impacts of allowing modifications to various types of signage citywide would result in a less than significant impact to the environment and would not cause visual clutter or blight. This project's proposed regulations are a minor modification to the previous project in that the scope of this project is to provide flexibility in the placement of already allowable signage on high-rise buildings over a certain height as described above. The project's proposed regulations ensure that the proposed signage would not cause visual clutter or blight and impacts would be less than significant.

### **Programmable Electronic Signs**

#### *Fuel price signage at Service Stations*

The Sign Ordinance has specific regulations for signs at service stations because of their unique physical configurations and requirements. These types of signs are typically allowed as attached signs on service station canopies or as free-standing signs. State law mandates the requirements on advertising fuel price. Because they are a State mandated requirement, fuel price signage areas are exempt from the City's Sign Ordinance signage allowances for service stations but are subject to the other applicable design regulations such as location, height, and setback.

Programmable electronic signs are currently allowed in the City of San José in certain geographic areas or for certain specific uses subject to regulations. The actual fuel prices on the sign itself are currently changed manually within San José. The project's proposal would allow the fuel price to be changed remotely by allowing State-mandated fuel price signs that are free-standing signs to be programmable provided the fuel price signs are integrated in an overall design for allowable free-standing signs. Consistent with regulations citywide, these signs would be required to conform to the existing operational requirements of a programmable electronic sign.

### *Safety or Directional Signs for Public Parking Garages*

The current Sign Ordinance has specific regulations to allow attached signs to be located on the building façade of public parking garages. Safety or directional signs allowed per the regulations in the Sign Ordinance are intended to be used for the safety and welfare of the public and to direct vehicular and pedestrian traffic and these types of signs could be either attached or free-standing signs. Under the current code, safety or directional signs do not reduce the allowable signage and are typically exempt from the permit process if they are four (4) square feet or smaller in sign area.

Programmable electronic signs are allowed in the City of San José in certain geographic areas and for certain specific uses. The project's proposal would allow safety or directional signs to have a programmable component subject to specific regulations including issuance of a permit so that directing traffic is more efficient. These signs will not reduce the otherwise allowable signage for a public parking garage; however the programmable electronic sign component would be limited to no more than ten (10) square feet in sign area. Free-standing (safety or directional signs with a programmable electronic component) signs would be limited to a maximum of three (3) such signs. The signs would be required to conform to the existing operational requirements of a programmable electronic sign applied citywide. Safety or directional signs less than four square feet in area would continue to be exempt from permits provided that they do not have a programmable electronic display.

The previous project and ND analyzed the environmental impacts of allowing programmable electronic signs and found that programmable electronic signs would result in a less than significant impact to the environment and would not cause visual clutter or blight because of measures incorporated into the sign regulations. This project's proposed scope along with proposed and existing regulations would ensure that the project's proposed signage would not cause visual clutter or blight and impacts would be less than significant.

### **Other Modifications**

These proposed changes also include non-substantive changes to the Sign Code including the elimination of obsolete terminology and the correction of typographical errors such as incorrect cross references.

The Sign Ordinance regulations currently provide for different types of signage within the urbanized areas of the City, subject to specific regulations to ensure that signage does not cause any significant visual or aesthetic impacts. Through the recent adoption of the City's Envision 2040 General Plan, the City has set forth a path for a more vibrant and urbanized city with emphasis on economic growth and higher density development. Some of the key concepts of the General Plan provide a good quality of life by directly affecting the look and feel of neighborhoods and growth centers. The previous project analyzed that the environmental impacts of allowing various types of signs citywide would result in a less than significant impact to the environment and would not cause visual clutter or blight. In addition, this project's proposed regulations, along with other existing regulations would ensure that the proposed signage would not cause visual clutter or blight and impacts would be less than significant.

In conformance with CEQA, the Director of Planning has determined that a substantial revision to the project has not been made, and no further environmental review or mitigation is required under CEQA.

Dipa Chundur  
Project Manager

Date

2/28/2013

Joseph Horwedel, Director  
Planning, Building and Code Enforcement

Deputy

John Parkinson

## ADDENDUM TO A NEGATIVE DECLARATION

Pursuant to Section 15164 of the CEQA Guidelines, the City of San Jose has prepared an Addendum to a Negative Declaration (ND) adopted for a previous project. Because minor changes made to the project described below do not raise important new issues about the effects on the environment, this project is adequately covered by this Addendum to the Negative Declaration from the previous project.

### PROJECT DESCRIPTION AND LOCATION

**File No. PP13-033.** Title 23 of the San Jose Municipal Code (Sign Ordinance) regulates all signs on private property that are erected, constructed or applied or painted on buildings within the City. The proposed project is a revision of the City's Sign Ordinance amending various sections.

Below is a description of the proposed amendments to the Sign Ordinance. The environmental impacts for the proposed amendments are a minor modification to the previous Negative Declaration and are analyzed as part of this addendum.

- 1) Revise Commercial and Industrial Zoning Districts and the Neighborhood Business Districts' sign regulations:
  - o To allow an increase in the number and size of signs for Shopping Center Sites that have at least five hundred thousand (500,000) square feet of building floor area and located outside a Special Sign Zone.
    - Allow such Shopping Center that have buildings with a building footprint of at least three hundred thousand (300,000) square feet and which has interior tenant space that have no occupancy frontage to have additional three (3) attached signs for a total of eight (8) such signs and allow a new sign type called 'entryway signs' located above each publicly accessible entryway.
  - o To provide sign area calculations for the currently allowed five (5) additional signs that are allowed for buildings with a building footprint of one hundred thousand (100,000) square feet and which has interior tenant space that have no occupancy frontage.
- 2) Allow a new type of free-standing Pedestrian Wayfinding sign.
- 3) Define Entryway sign; Public Entryway and Public Entryway width; and Pedestrian Wayfinding signs and
- 4) Make other related non-substantive, clerical or technical modifications.

### CERTIFICATION

The environmental impacts of this project were addressed by an Initial Study and documented by a Negative Declaration for the Sign Ordinance Update, File No. PP10-111 and addendum thereof, File No PP13-033. Specifically, the following impacts were reviewed and found to be adequately considered:

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| <input checked="" type="checkbox"/> Traffic and Circulation | <input checked="" type="checkbox"/> Soils and Geology      | <input checked="" type="checkbox"/> Noise        |
| <input checked="" type="checkbox"/> Transportation          | <input checked="" type="checkbox"/> Hazardous Materials    | <input checked="" type="checkbox"/> Land Use     |
| <input checked="" type="checkbox"/> Public Services         | <input checked="" type="checkbox"/> Biological Resources   | <input checked="" type="checkbox"/> Air Quality  |
| <input checked="" type="checkbox"/> Aesthetics              | <input checked="" type="checkbox"/> Mineral Resources      | <input checked="" type="checkbox"/> Agriculture  |
| <input checked="" type="checkbox"/> Cultural Resources      | <input checked="" type="checkbox"/> Population and Housing | <input type="checkbox"/> Energy                  |
| <input checked="" type="checkbox"/> Flooding                | <input checked="" type="checkbox"/> Utilities              | <input type="checkbox"/> Facilities and Services |
| <input checked="" type="checkbox"/> Water Quality           | <input checked="" type="checkbox"/> Recreation             | <input type="checkbox"/>                         |

## ANALYSIS:

The proposed project would amend the City's Sign Ordinance as described above in the project description. The environmental impacts for a broad range of Sign Ordinance amendments were covered by the Negative Declaration (ND), File No PP10-111. Amendments described above are minor modifications or additions to the previous project description and are discussed below. The Sign Ordinance controls the placement, size, quantity and operational parameters of individual signs. The regulations are proposed in such a manner that they prevent sign clutter and visual blight, by providing for more intense signage in the urban core and less intense signage in the areas of the City that are suburban or rural in character. These amendments include sign regulations that have the possibility that they will affect the visual character of the City, and are therefore being analyzed for potential environmental impacts.

### **1) Shopping Center Sites with at least Five Hundred Thousand (500,000) Square Feet of Building Floor Area and Located Outside of a Specific Sign Zone**

The project proposes additional signage for buildings located in a Shopping Center. The architectural and site design of a typical Shopping Center Site would include at least one large building with a few surrounding smaller pad buildings. The buildings are typically one to three stories in height, although some of them might have some portions that are taller for massing and visual interest.

The Commercial and Industrial Zoning Districts and Neighborhood Business Districts section of the Sign Code allows for different types of signage. One of the most common and popular types of sign is the "Attached Sign." It is typically located on a building, parallel to the façade of the building.

The Sign Code has specific regulations for the quantity and size of signs, and allows a variety of sign types to be used for a single business or building subject to specific criteria. Larger buildings located in a Shopping Center Site typically have interior commercial tenants with no exterior frontage. The larger the building, the more likely there will be a number of interior commercial tenants with no exterior frontage. The Sign Code thus allows additional signs at larger shopping centers to accommodate such interior tenants as described below.

The Sign Code regulates the size, quantity and allowable location on a building for these signs. Each individual business within a building is allowed at least one Attached Sign. The signage is calculated based on the occupancy frontage<sup>1</sup> of the business. The size of the sign is calculated based on a methodology of one (1) square foot of signage for each linear foot of occupancy frontage with a maximum of four (4) signs if the business has at least four (4) occupancy frontages. The current regulations also provide exceptions to the maximum quantity of signs by allowing additional Attached Signs and additional square feet for these signs based on the size of the building or tenant space or the type of use. This approach generally works well in allocating signs for businesses that have an exterior frontage.

In order to address situations where multiple individual businesses are located within a building with a common entrance and with no exterior occupancy frontage, such as in large buildings located in a Shopping Center Site, the current regulations allow additional Attached Signs. Specifically, the Sign Code allows larger buildings that have a building footprint of at least one hundred thousand (100,000) square feet with interior tenant spaces that have no exterior

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<sup>1</sup> Occupancy frontage is defined as the length of that portion of a building occupied exclusively by an individual tenant or owner and abutting a parking lot or a public right-of-way including, but not limited to, a street, plaza or alley

occupancy frontage to have five (5) additional signs on such buildings beyond those already allowed by the Sign Code. The size of these signs is determined based on the aggregate total square footage of all attached signs including these additional sign per façade.

The project proposes an increase to the number of additional attached signs allowed for buildings with a building footprint of three hundred thousand (300,000) square feet or greater located in a Shopping Center Site. The project allows an increase in the number of signs and the size of the sign for Shopping Center Sites that: a) are not located within a specific sign zone as defined in the current Sign Code; b) have a floor area of at least five hundred thousand (500,000) square feet; and c) have at least one building with a building footprint of at least three hundred thousand (300,000) square feet.

Under the project large Shopping Center Sites based on the criteria above would have a total of eight (8) additional signs, of which three (3) are new signs, on a building that has a footprint of at least three hundred thousand (300,000) square feet. The proposal would allow an aggregate sign area of three hundred and twenty (320) square feet for all eight (8) signs with a maximum of eighty (80) square feet for any one (1) sign.

The project proposes a total square footage for the signs in addition to other signage on the building, instead of limiting the sum of these sign to the length of the façade on the building on which they are placed. The flexibility in how the total signage allowance is distributed or calculated is necessary in order to maintain an aesthetic balance between the sizes of all signage on a façade. Also, a maximum cap on the square footage for an individual sign is necessary to maintain some level of uniformity and proportionality of all signs so that the signage contributes to an aesthetically balanced façade, rather than creating visual clutter. The additional sign area, as constrained by the proposed area and location limitations, would result in a less than significant impact on surrounding areas.

#### Attached Entryway Signs

In addition to Attached Signs, the Sign Code allows other types of building-mounted signs that generally do not reduce the otherwise allowable signage allowance. The content of these signs is not regulated by the Sign Code, other than such signs must be On-site Commercial Speech as defined in the Sign Code. In order to help patrons of the Shopping Center Site once they are on the site premises to orient better to the layout of the large building and the location of the access points to the interior of the building, the project proposes that the Sign Code be amended to establish a new type of Attached Sign called an "Entryway Sign" that would be allowed in addition to other allowable signs described above. The proposed regulations would allow entryway signs proportional in scale and size for being primarily viewed from a pedestrian standpoint for way-finding purposes.

The proposed ordinance would allow two types of entryway signs over each publicly-used entrance leading into a common area of a building: a primary entryway sign and a secondary entryway sign. Both such signs would be limited to placement no higher than twenty (20) feet above grade. Allowable size for both types of entryway signs would be three (3) square feet for each linear foot of publicly-used entryway width. The project would allow a total of two primary entryway signs and one secondary entryway sign for each additional building entrance. The project is proposing a maximum cap of one hundred (100) square feet for primary entryway signs and up to eight (80) square feet for secondary entryway signs. In addition to the proportional cap, the maximum cap on the size is necessary to maintain uniformity and proportionality of all signs so that the signage contributes to an aesthetically balanced facade and does not contribute to visual clutter.

The project is also analyzing an alternative of one hundred eighty (180) square feet for each of the two primary signs. The increase in the size would allow large Shopping Center Sites to have two (2) large primary entryway signs. The recommendation for the Sign Code amendment is to lower the cap to one hundred (100) square feet for each of the primary entryway sign so that the sign is design to be more pedestrian friendly as viewed from close proximity and is in better proportion to other sign sizes such as the maximum additional sign size. The lower cap would allow for less intense signage on the site. Allowing larger and more intense signage on large buildings located within a Shopping Center Site could change the visual character of such a building. The code typically allows the size of the attached signage to be in proportion to the occupancy frontage with a few exceptions for larger tenant spaces or anchor stores; however by providing a cap on the size of the signs, the aesthetic impact are reduced as it would eliminate likely larger signs. With a one hundred eighty (180) square feet cap on each of the two primary entryway signs, the impacts would be less than significant on the aesthetic quality of total signage on a façade.

## **2) Pedestrian Way-finding Signs**

The current Sign Code has specific regulations that allow signage to be located on a building façade or as a Freestanding Sign along public right-of-ways. The Sign Code also allows Safety or Directional Signs that are either Attached or Freestanding Signs intended to be used for the safety and welfare of the public and to direct vehicular and pedestrian traffic. Such signs do not reduce allowable signage (e.g., they are not counted against the amount of signage otherwise allowed under the Sign Code).

The proposed amendment would allow a new type of sign called "Pedestrian Wayfinding Sign" that would be allowed on sites that are exclusively non-residential and which would provide on-site information to help pedestrians navigate once within the site. These types of signs would not count toward the allowable Free-standing signage allowance. The project proposes a 60 foot setback from public right of way for these types of signs, with a maximum size of four (4) square feet. The project also allows a size of the sign to be twenty (20) square feet when set back one hundred fifty (150) from public right of way and is also set back three feet from a drive aisle when located closer or adjacent to a building. The set back of the sign and the maximum cap on the size of the sign is necessary to maintain the scale of the sign to its intended purpose of directing patron of the shopping center once they are within the site, and with the additional regulations, the additional signage would result in less than significant impacts.

## **Other Modifications**

In addition to other allowed signage, the current Sign Code has provisions that allow five (5) Attached Signs for buildings that are at least one hundred thousand (100,000) square feet in building footprint with interior tenant spaces that have no occupancy frontage. The proposed Sign Code amendment would allow the sign area of these signs to be calculated in a manner that is similar to the method used for calculating signage for Shopping Center Sites as proposed above. This approach would allow an aggregate sign area of two hundred (200) square feet for all five (5) signs with a maximum of eighty (80) square feet for any one (1) sign. Other proposed changes to the Sign Code include the elimination of obsolete terminology and the correction of typographical errors, such as incorrect cross references.

The Sign Ordinance regulations currently provide for different types of signage within the urbanized areas of the City, subject to specific regulations to ensure that signage does not cause any significant visual or aesthetic impacts. Over the past several years, the Sign Code has been amended to allow for additional signage, flexibility in regulations, and types of signage to accommodate the City's diverse business community and also to provide opportunities for distinctive and aesthetic designs. The proposed project would provide flexibility in the size of the signs and also the placement of additional signs in a manner that would be consistent with the overall approach to the City's

signage regulations. Through the recent adoption of the City's Envision 2040 General Plan, the City has set forth a path for a more vibrant and urbanized city with emphasis on economic growth and higher density development. Some of the key concepts of the General Plan provide a good quality of life by directly affecting the look and feel of neighborhoods and growth centers. The previous project analyzed that the environmental impacts of allowing various types of signs citywide would result in a less than significant impact to the environment and would not cause visual clutter or blight. In addition, this project's proposed regulations, along with other existing regulations would ensure that the proposed signage would not cause visual clutter or blight and impacts would be less than significant.

In conformance with CEQA, the Director of Planning has determined that a substantial revision to the project has not been made, and no further environmental review or mitigation is required under CEQA.

Dipa Chundur  
Project Manager

Joseph Horwedel, Director  
Planning, Building and Code Enforcement

4/29/2013  
Date

John Danton  
Deputy