TOWN OF LOS GATOS **ITEM NO: 4**
PLANNING COMMISSION STAFF REPORT
Meeting Date: February 11, 2015

PREPARED BY: Erin M. Walters, Associate Planner
ewalters@losgatosca.gov

APPLICATION NO: Sign Program SNPRG-14-060

LOCATION: **663 and 681 Blossom Hill Road and 15965 and 15991 Los Gatos Boulevard** (at the northwest corner of Blossom Hill Road and Los Gatos Boulevard)

APPLICANT/
CONTACT PERSON/
PROPERTY OWNER: Tom Consunji, CHL Ventures LP

APPLICATION SUMMARY: Requesting approval of a Sign Program for a commercial center on property zoned CH:PD. APN 529-65-027 and 529-65-028.

DEEMED COMPLETE: January 14, 2015
FINAL DATE TO TAKE ACTION: June 14, 2015

RECOMMENDATION: Approval, subject to conditions.

PROJECT DATA:

General Plan Designation:	Mixed Use Commercial
Zoning Designation:	Commercial Highway/Planned Development, CH:PD
Applicable Plans & Standards:	General Plan; Commercial Design Guidelines
Parcel Size:	2.04 acres

Surrounding Area:

	Existing Land Use	General Plan	Zoning
North	Office	Mixed Use Commercial	O
East	Commercial	Mixed Use Commercial	C-1
South	Commercial	Mixed Use Commercial	C-H
West	Residential	Medium Density Residential	RM: 5-12

CEQA: The project is Categorically Exempt pursuant to the adopted Guidelines for the Implementation of the California Environmental Quality Act, Section 15301: Existing Facilities.

FINDINGS:

- As required, pursuant to the adopted Guidelines for the Implementation of the California Environmental Quality Act, this project is Categorically Exempt, Section 15301: Existing Facilities.
- The project complies with Chapter 29, Division 3, Signs of the Town Code.
- The project complies with the Commercial Design Guidelines, Chapter 6, Signage Guidelines.

ACTION: The decision of the Planning Commission is final unless appealed within ten days.

EXHIBITS:

1. Location Map
2. Findings
3. Recommended Conditions of Approval
4. Letter from Applicant, received January 14, 2015 (one page)
5. Commercial Design Guidelines, Chapter 6, Signage Guidelines, (15 pages)
6. Conditions of Approval for Architecture and Site S-12-042 through S-12-059, approved by Planning Commission on August 8, 2012 (two pages)
7. Detailed Evaluation of the Shady Lane Sign Program (six pages)
8. Signage Program (eight pages), received January 14, 2015

BACKGROUND:

The applicant has been working with Town staff on a Sign Program for the Sandy Lane commercial center (the former Swanson Ford site) located at the northwest corner of Los Gatos Boulevard and Blossom Hill Road.

The Commercial Design Guidelines require projects with multiple tenants to prepare a Sign Program for review and approval by the Director of Community Development prior to the issuance of any individual sign permits for a multi-tenant center (Exhibit 5).

On August 8, 2012, the Planning Commission approved Architecture and Site Applications S-12-042 and S-12-059 for the subject commercial center and residential development. Condition of Approval #7 states: *The applicant shall work with staff to finalize the Sign Program once the final tenant mix has been determined. The Sign Program shall be referred back to the Planning Commission for final review and shall be completed prior to issuance of any sign permits* (Exhibit 6). With this referral, Planning Commission becomes the deciding body for this Sign Program.

The final tenant mix for the commercial center is almost complete with approved CUP's and tenant improvements in process for a coffee shop in Building 1, a veterinarian hospital in Building 2, and a retail shop associated with the veterinarian hospital in Building 2.

Additional CUP applications for the center are pending. On January 14, 2015, Planning Commission recommended to the Town Council approval of a Conditional Use Permit with modified conditions for a restaurant with service of beer and wine with meals and outdoor dining (Super Duper Burgers). The final decision for the CUP will be decided by the Town Council because the use involves the service of beer and wine with meals. The CUP is tentatively scheduled for the March 3, 2015, Town Council meeting. In addition, a new CUP for a high turnover sit down restaurant (Pizza Studio) is tentatively scheduled for the February 25, 2015 Planning Commission meeting. Tenant spaces on the second floor are designated for office use.

Staff has recently been contacted by two different sign companies requesting the final sign program for the Sandy Lane commercial center so they can apply for wall sign permits for new tenants.

PROJECT DESCRIPTION:

A. Location and Surrounding Neighborhood

The project site is located on the northwest corner of Los Gatos Boulevard and Blossom Hill Road (Exhibit 1). The property is adjacent to a two-story office building to the north. Commercial shopping centers are located to the east and south. Residential homes are located to the west. The subject Sandy Lane commercial center is made up of two two-story buildings.

B. Project Summary

The applicant is requesting approval of a sign program for the Shady Lane commercial center. The applicant provided a letter of justification and project description (Exhibit 4) and a Sign Program (Exhibit 8).

The proposed Sign Program establishes specific locations and design parameters for major project signs including:

- One ground sign proposed to be located at the commercial driveway located on Los Gatos Boulevard;
- One wall sign proposed to be located on the corner stone ramp located at the corner of Los Gatos Boulevard and Blossom Hill Road; and
- The wall signage for the center.

The applicant has included the locations and proposed designs for the building addresses and two building directories, one for each building. Building addresses and building directories are exempt from sign permits per the Town Code, however, the applicant wanted to include them in the Sign Program to provide design continuity with the buildings and overall signage design and layout (Exhibit 8).

ANALYSIS:

A. Compliance with the Town Code and Commercial Design Guidelines

The proposed Sign Program is in compliance with Town Code Chapter 29, Division 3, Signs, and is in compliance with the Town's Commercial Design Guidelines Chapter 6, Signage Guidelines. Exhibit 7 contains a detailed evaluation of the proposed Sign Program.

All future signage for the commercial center must comply with the approved Sign Program. The Sign Program will be used as a guide for future owners, tenants, sign makers and Town staff for proposed signage at the subject commercial center. Sign permits must be obtained before the erection of all signs, except as provided by section 29.10.110 of the Town Code (Exceptions). Building and electrical permits will be required for ground and wall signage.

B. General Plan

The goals and policies of the 2020 General Plan applicable to this project include but are not limited to:

- Goal CD-1 – Preserve and enhance Los Gatos's character through exceptional community design.
- Goal CD-8 – Promote, enhance and protect the appearance of the Los Gatos's commercial areas.

C. Environmental Review

The project is Categorically Exempt pursuant to the adopted Guidelines for the Implementation of the California Environmental Quality Act, Section 15301: Existing Facilities.

PUBLIC COMMENTS:

At this time, the Town has not received any public comment.

CONCLUSION AND RECOMMENDATION:

A. Conclusion

Staff has recommended conditions of approval requiring individual tenants to apply for sign permits, all signs to be fabricated to meet the standards of the proposed Sign Program, and applicants are required to apply for building and electrical permits as required. The proposed Sign Program is in conformance with Town Code, the Commercial Design Guidelines, and the General Plan.

B. Recommendation

Staff recommends approval of the sign program. If the deciding body concurs with staff's recommendation, it should:

1. Make the required CEQA finding that the project is Categorically Exempt pursuant to the adopted Guidelines for the Implementation of the California Environmental Quality Act, Section 15301: Existing Facilities (Exhibit 2); and
2. Make the required findings for granting approval of a Sign Program (Exhibit 2): The project complies with Chapter 29, Division 3, Signs of the Town Code and the project complies with the Commercial Design Guidelines, Chapter 6, Signage Guidelines; and
3. Approve Sign Program Permit Application No. SNPRG-14-060 with the conditions contained in Exhibit 3.

If the Commission has concerns with the proposed Sign Program, it can:

1. Approve the application with additional and/or modified conditions of approval; or
2. Continue the application to a date certain with direction; or
3. Recommend denial of the application.

Prepared by:
Erin M. Walters
Associate Planner

Approved by:
Laurel R. Prevetti
Assistant Town Manager/ Director of
Community Development

LRP:EW:cg

cc: CHL Ventures LP c/o Tom Consunji, 203 Redwood Shores Parkway, Suite 200, Redwood City, CA 94065

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663 & 681 Blossom Hill Road and 15965 & 15991 Los Gatos Blvd.

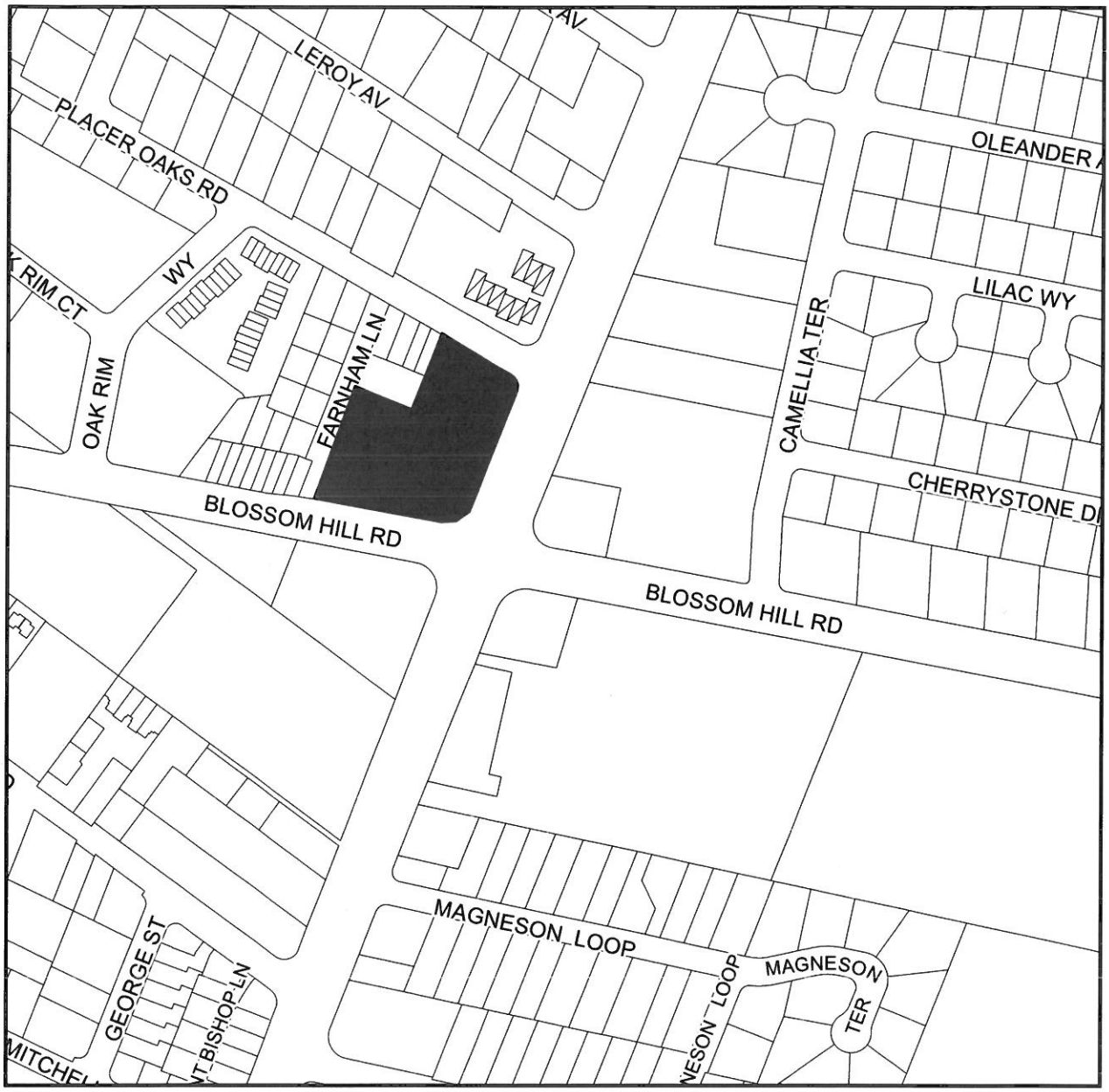

EXHIBIT 1

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REQUIRED FINDINGS FOR:
February 11, 2015

663 and 681 Blossom Hill Road and 15965 and 15991 Los Gatos Boulevard
Sign Program SNPRG-14-060

Requesting approval of a Sign Program for a commercial center on property zoned CH:PD. APN 529-65-027 and 529-65-028.
PROPERTY OWNER/APPLICANT: Tom Consunji, CHL Ventures LP

FINDINGS:

California Environmental Quality Act (CEQA):

- The project is Categorically Exempt pursuant to the adopted Guidelines for the Implementation of the California Environmental Quality Act, Section 15301: Existing Facilities.

Conformance with Town Code:

- The project is in conformance with Chapter 29, Division 3, Signs of the Town Code.

Conformance with Commercial Design Guidelines:

- The project is in conformance with the Commercial Design Guidelines.

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EXHIBIT 2

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CONDITIONS OF APPROVAL – *February 11, 2015*
Sign Program

663 and 681 Blossom Hill Road and 15965 and 15991 Los Gatos Boulevard
Sign Program SNPRG-14-060

Requesting approval of a Sign Program for a commercial center on property zoned CH:PD. APN 529-65-027 and 529-65-028.
PROPERTY OWNER/APPLICANT: Tom Consunji, CHL Ventures LP

TO THE SATISFACTION OF THE DIRECTOR OF COMMUNITY DEVELOPMENT:

Planning Division

1. APPROVAL: This application shall be completed in accordance with all of the conditions of approval listed below. Any changes or modifications to the approved plans shall be approved by the Community Development Director, the Development Review Committee, the Planning Commission, or the Town Council depending on the scope of the change(s).
2. SIGN PERMITS: Tenant signage shall require individual sign permit applications. All signage shall comply with the approved Sign Program. Building and/or electrical permits may be required to erect signs.
3. TOWN INDEMNITY: Applicants are notified that Town Code Section 1.10.115 requires that any applicant who receives a permit or entitlement from the Town shall defend, indemnify, and hold harmless the Town and its officials in any action brought by a third party to overturn, set aside, or void the permit or entitlement. This requirement is a condition of approval of all such permits and entitlements whether or not expressly set forth in the approval, and may be secured to the satisfaction of the Town Attorney.

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Menlo Park, CA 94025
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Fax: 650/344-0652

RECEIVED
JAN 14 2014
TOWN OF LOS GATOS
PLANNING DIVISION
SNPRG-14-060

LETTER OF JUSTIFICATION RE: SANDY LANE SIGNAGE PROGRAM

The architecture of Sandy Lane is Early California/Spanish or Mediterranean in concept and design. The Signage Program is designed to reinforce this concept and enhance the high quality image and character of the center as well as the Town of Los Gatos.

The overriding goal of the signage program is to provide guidance on property identification signs, building address signs and corporate signs that complement the building architecture and enhance and emphasize the beauty of the buildings whilst complying with the requirements of the Town of Los Gatos Town Code and Signage Guidelines found in the Commercial Design Guidelines.

Property Signage is done via a ground sign located at the entrance from Los Gatos Blvd., and also on the wall sign at the ramp wall at the corner of Los Gatos Blvd and Blossom Hill Rd. These signs are made up of high quality aluminum, smooth surface with dark bronze finish, set on stone used throughout the project. The bronze finish matches the color of the light fixtures and storefront mullion systems and stained exposed beams throughout the project. This color is consistent with Mediterranean architecture. The stone used on the ground sign is the same stone used at the wall sign and perimeter landscape walls and building accents, making it consistent throughout the project.

Building address signage also adheres to the same basic design concept as the Property ID signs with its dark bronze finish matching the color of the light fixtures, mullion systems and stained exposed beams. The high quality building addresses stand out in contrast to the light colors of the building, basically complementing the dark accents throughout.

Tenant Signage will naturally reflect the tenant's own corporate design but must adhere to the same manufacturing, lighting and finishing techniques consistent with the high quality of the Property Signage and Building Address Signage. All the signs will be made of consistent materials and halo illuminated as per the Signage Program. The attachment of all signs will be via concealed fasteners and the size and placement of the signs are governed by the Code of the Town of Los Gatos as well as the Signage Guidelines found in the Commercial Design Guidelines.

EXHIBIT 4

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SIGNAGE

Signage is a necessary feature to assist residents and visitors in locating goods and services within the community, and it is critical to the economic viability of individual businesses as well as to the Town as a whole. This importance must be balanced with the goals of providing a strong sense of community, and using the design of signage to reinforce the special character and ambiance of the Town of Los Gatos.

Applicants should refer to Division 3 of the Town of Los Gatos Zoning Ordinance which contains relevant definitions and the basic standards which will be applied to commercial signage. The guidelines in this chapter supplement the Sign Ordinance, and are intended to provide more detail in regard to good signage design principles and community expectations. In some cases, these guidelines are more restrictive than the maximums established in the ordinance.

The sign examples shown are drawn from the Town of Los Gatos and other communities. They are for the purpose of illustrating specific guidelines only, and might not be appropriate for all locations. Each sign will be reviewed in the context of the proposed project buildings and the surrounding area.

6.1 GENERAL GUIDELINES

6.1.1 Allowed signage types

Signs will be limited to the following types which are illustrated below and described on the following pages.

- Wall Signs
- Awning Signs
- Window Signs
- Projecting Signs
- Hanging Signs
- Plaque Signs
- Ground Signs
- Freestanding Signs

INTENT OF THE SIGNAGE GUIDELINES

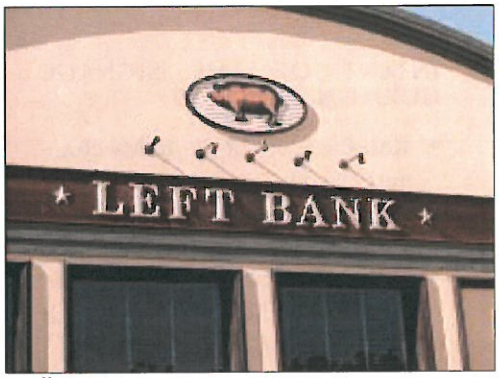
- **Reinforce the high quality character and image of the Town of Los Gatos**
- **Assist businesses within the community to inform residents and visitors of their presence**
- **Assist residents and visitors in finding businesses and services located within the community**
- **Design signage which is appropriate to the special characteristics of the district in which it is located**
- **Encourage commercial signage that communicates more effectively to potential customers**
- **Avoid the visual chaos of excessive or inappropriate signage**

SIGNAGE PROGRAMS

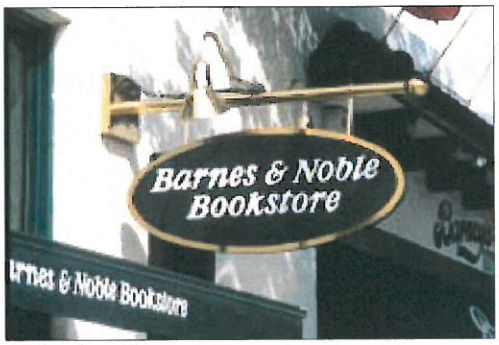
Projects with multiple tenants will be required to prepare a Master Signage Program for review and approval. The program will establish the specific location and design for major project signs (e.g., Ground Signs)

Property owners are encouraged to upgrade signage to conform to these design guidelines. However, when tenants change within a project with a previously approved Signage Program, new signs should be fabricated to meet the standards of the approved program.

SIGNAGE GUIDELINES
6

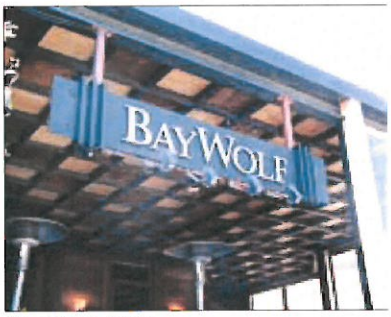


Wall Sign



Projecting Sign

Awning Sign



Hanging Sign

Plaque Sign

Window Sign

Ground Sign

Freestanding Sign

6.1.2 Prohibited signage types

- Flags (except for the American flag and other related flags as described in the Town's Zoning Ordinance)
- Lighted signs that flash on and off, fluctuate or appear to move
- Moving signs that rotate or move in any fashion, except barber poles
- Attraction Boards and Movable Letter Signs (except for churches, cinemas, performing arts facilities or similar uses that have frequently changing events or showings)
- A-Frame Signs
- Off-premises Signs
- Electronic Signs
- Projected Light Signs which are flashed or projected onto walls or other structures by means of a projector or other device
- Roof-mounted Signs (except where other types of signage cannot be effectively employed)
- Billboards
- Cloth, paper or fabric signs hung from the building or placed in windows except for Temporary Signs allowed under the Sign Ordinance
- Any signs not specifically authorized by the Sign Ordinance

6.1.3 Maximum allowed sign area

One (1) square foot for each linear foot of primary business frontage plus one (1) square foot for each lineal foot of secondary business frontage up to fifty percent (50%) of the amount allowed by the primary business frontage.

Los Gatos Boulevard Auto Dealerships

Signage quantity will be evaluated under the review and approval of a master signage program based upon the following criteria:

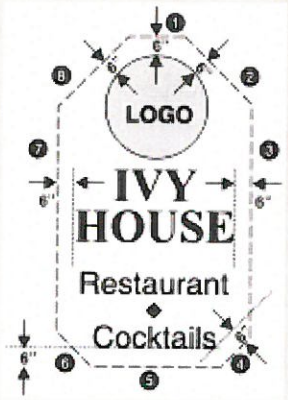
- *Signage compatibility with the scale and character of Los Gatos Boulevard*
- *Signage sizes needed for readability from reasonable viewing distances*
- *Limitation of text content to the minimum necessary to convey ownership and brand recognition*
- *Compatibility of the signage and supporting structures to the architecture of the dealership*

SIGN AREA

Sign area is the total area of the face or faces of a sign. Each face is measured by determining the smallest area within a single perimeter composed of not more than eight (8) straight lines drawn by the applicant enclosing the extreme limits of the face.

For the purposes of measurement, a six-inch margin around all words and symbols will be included in the perimeter composed of not more than eight (8) straight lines.

For more information on what constitutes a sign face, consult Division 3: Signs of the Town of Los Gatos Zoning Ordinance.



SIGN LOCATIONS

Applicants should choose proposed sign types as well as their location and mounting heights to avoid blockage by street tree foliage, taking into account the possibility that the trees may continue to grow and be larger in the future.

TYPE STYLE EXAMPLES

Below are examples of type styles which would generally be considered acceptable. All letters are shown at the same point size which gives an indication of the amount of relative space that each will require.

Arial
Book Antiqua
Book Antiqua Italic
Brush Script
Calisto
Century Schoolbook
ENGRAVERS
Footlight
Garamond
Goudy Old Style
Helvetica
Humanist 521 BT
Lucida Bright
Lucida Sans
Monotype Corsiva
Perpetua
Souvenir Lt BT
Times New Roman
Viner Hand ITC
Zaph Humanist BT

6.1.4 Avoid excessive wording and advertising messages

Signs are most effective when their messages can be grasped quickly. Too many words or images compete for attention and reduce the readability of the sign.

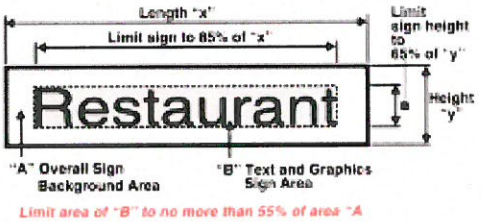
6.1.5 Use no more than two letter font types per sign

The primary purpose of a sign is to quickly convey information to passing pedestrians and motorists. More than two letter styles make readability more difficult. A simple logo with an additional type style may be considered.

6.1.6 Keep the size of letters and graphics in proportion to overall sign area

Text and graphics are difficult to read if they crowd the borders of the sign. Smaller letters with space around them will have more impact than larger letters with limited space around them.

Generally limit the width and height of lettering and graphics to 85% of the overall sign width and 65% of the height of the sign area. Information, such as graphic logos, may be closer to borders if a significant amount of background is provided for the sign as a whole. A good rule of thumb is to limit the amount of sign information to no more than 50 to 55% of the overall sign area.



6.1.7 Use high quality materials

Appropriate materials include finished wood, metal, and for projecting banner signs, woven fabric. Plastic sign materials and signs painted directly onto building surfaces will not be allowed.

The sign materials and design should be related to those of the building on which it is mounted, and all sign edges must be cleanly finished.

6.1.8 Use simple and symmetrical sign shapes

Geometrical shapes such as rectangles, squares, circles, ovals and triangles are visually stable shapes which help focus attention on the sign message. These should be used in almost all cases. Combinations of geometric shapes will also generally produce a good sign shape.

6.1.9 Use relatively slender type styles

Slender letter styles are encouraged over fat or block styles to improve readability, and avoid a cumbersome appearance. Some examples of readable letter styles are shown in the side bar on the previous page.

6.2 WALL SIGNS

Wall signs are panels or individual letters mounted flat against and parallel to a building wall or roof fascia

6.2.1 Limit sign information

Generally, limit sign information to the business name. Graphic logos, date of building construction, address, and other elements may be allowed at the discretion of the Town.

6.2.2 Place signs within a clean *Signable Area*

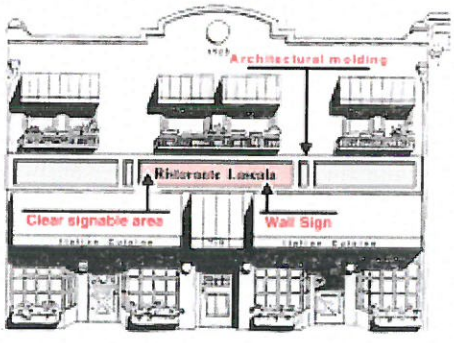
a) The *Signable Area* should:

- Be relatively flat
- Not contain doors or windows
- Not include projecting molding or trim
- Be in reasonable proportion to the overall facade

The Signable area should generally not exceed 15% of the building facade

b) If a building does not have a good location for a wall sign, use other allowed types such as awning, window, or projecting signs.

c) Sign dimensions and coverage within the Signable Area should conform to Guideline 6.1.8



Signable Area

SIGN LETTER SIZE

The messages of effective signs need to be easily read and understood by passing motorists and pedestrians. A number of factors including distance from the sign, speed of travel, letter-to-background contrast, and the number and nature of nearby competing signs contribute to the "readability" of a sign.

The signage industry generally recognizes a standard of 1 inch of letter height for every 40 feet to 50 feet of viewing distance. This size factor may be increased by up to 10% for higher speed streets where businesses are strongly auto oriented.

Maximum letter heights are included in these guidelines for each sign type. In some cases, the maximum letter height may be too large for the surrounding environment and existing signs. In other special circumstances, the maximum letter size may not provide adequate business signage.

For the purpose of evaluating appropriate sign size, the Town will consider the normal sign viewing distances, the general nature of the street (e.g., width and traffic speed), and the size of other existing signs in the area,

Individual interior illuminated letters are acceptable on Los Gatos Blvd., and in areas of District C-1 when not directly visible from nearby residences

Exterior illuminated wall signs are allowed in all districts

Sign board/panel example

6.2.3 Use sign materials which project slightly from the face of the building.

a) Use either individually applied letters to the face of the wall, or apply sign letters to a board or panel mounted on the wall face.

b) Do not paint signs directly onto wall surfaces.

6.2.4 Provide sign illumination appropriate to the district

a) Interior illuminated *can signs* which include multiple letters within a single sign enclosure will not be allowed for any Wall Sign.

Interior illuminated can signs are not allowed

b) Interior illuminated individual letters may be used only in the following areas and under the following conditions:

- District C-1 only in locations not directly visible from nearby residences
- District C-2B only for signs facing Los Gatos/ Saratoga Road
- District C-2C
- Los Gatos Boulevard

c) Exterior illumination with shielded spot lights should be used for wall signs in the following areas:

- District C-1 when signs are directly visible from nearby residences
- District C-2 A
- District C-2 B
- LM District

d) Sign copy and graphics applied to a board or panel may consist of any of the following:

- Individual letters and graphics of wood, metal or similar materials

- Individual letters and graphics carved into the surface of a wood panel
- Letters and graphics painted directly onto the surface of the panel

e) Neon wall signs may be allowed, but will be evaluated on a case-by-case basis.

f) Conceal all sign and sign lighting raceways and other connections.

6.2.5 Maximum letter height

Sign height and width should be appropriate to the building on which it is placed and the distance of the sign from fronting streets. Generally, wall sign letter heights should not exceed the following:

C-1 District:	12 inches
C-2 District:	12 inches
LM District:	12 inches
Los Gatos Boulevard:	18 inches

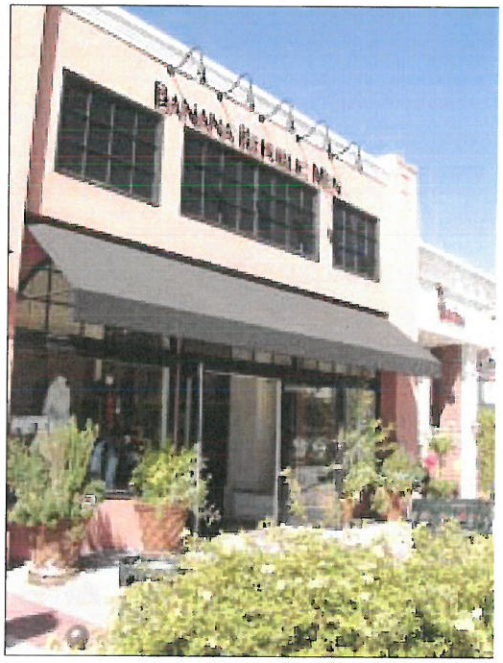
Exception: Auto dealership wall signage will be considered in the context of the overall Signage Program

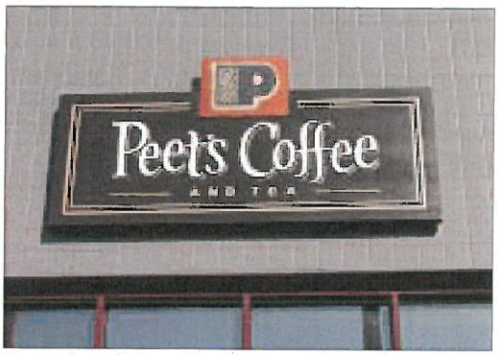
6.2.6 Relate sign colors to building colors

Select wall sign colors to blend with the building and storefront colors. Select from color ranges which are analogous and complementary to them.

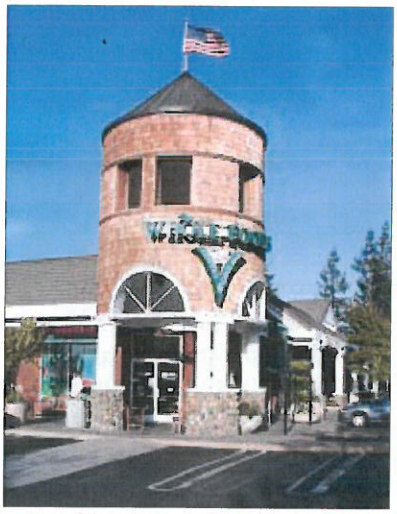
Corporate branding colors will be considered, but will not be automatically approved if they are considered out of place with the building or the surrounding environment. The use of toned down colors in the same hue family may be required in place of brighter standard corporate colors.

Subdued wall signage for well known restaurant





Examples of restrained corporate wall signage



Green-blue sign color is a complementary color to the red tones of the wall shingles

6.3 AWNING SIGNS

Awning signs consist of letters and graphics applied directly to the face or valence of awnings. Awning signs are often used effectively in combination with window signs.

6.3.1 Place signs for easy visibility

Apply signs to awning front valences (i.e., the flat vertical surface of awnings) or to sloped awning faces with a slope of at least 2 to 1.

6.3.2 Limit the signage information on awnings

Since awning signs will often be viewed from passing vehicles, the amount of information which can be effectively conveyed is limited. Keeping sign text short will allow viewers to better comprehend and remember the message.

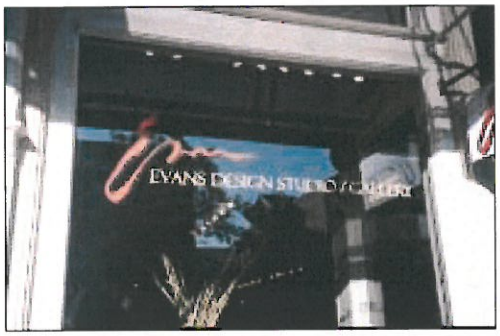
a) Generally, limit awning signs to the business name, business logo, services or type of business (e.g., French Cuisine), and/or the business address number.

b) Limit the size of logos or text placed on awning sloped faces to a maximum of 15% of the sloped surface areas.

c) Limit sign width on awning valences to a maximum of 85% of the awning width. Limit the letter height to a maximum of 80% of the valence height.

6.3.3 Avoid interior illuminated awnings

Backlit awnings that make the entire awning a large sign will not be allowed. Signage on the awning's sloped face may be illuminated by shielded and attractive directional spot lights.



6.4 WINDOW SIGNS

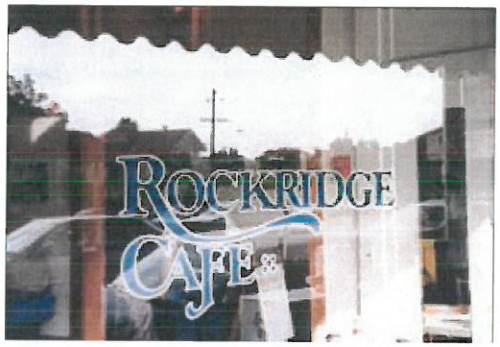
Window signs are primarily oriented to passing pedestrians, and are generally applied to the inside of display windows.

6.4.1 Limit the amount of signage used

Window signs should be limited to a maximum of 25% of any individual window, and an aggregate area of no more than 10% of all ground floor windows on any building face.

6.4.2 Limit the size of lettering

The maximum height of letters should be 10 inches. Exceptions may be granted for the leading capital letter of text as shown in the Rockridge Cafe sign shown to the right.



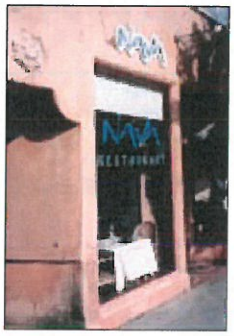
6.4.3 Consider the use of logos and creative sign type

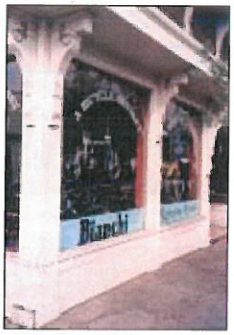
Graphic logos and images along with special text formats can add personality and interest to window signs.

6.4.4 Use high quality materials and application methods

Limit window sign materials to the following:

- Paint or vinyl film applied directly to the inside face of the window
- Tubular neon suspended behind the window glass
- Wood or metal panels with applied lettering
- Paper signs placed in windows are not allowed.



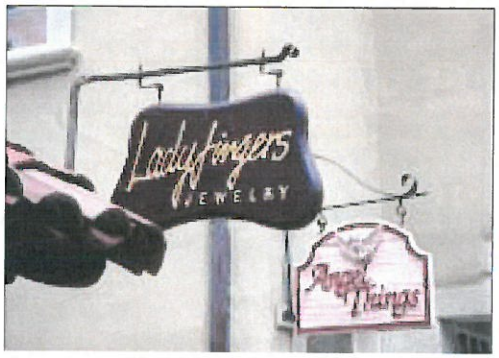


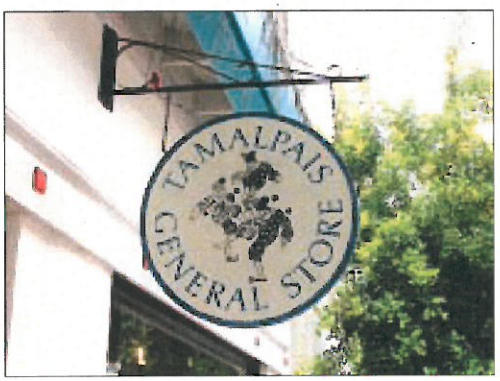
6.5 PROJECTING SIGNS

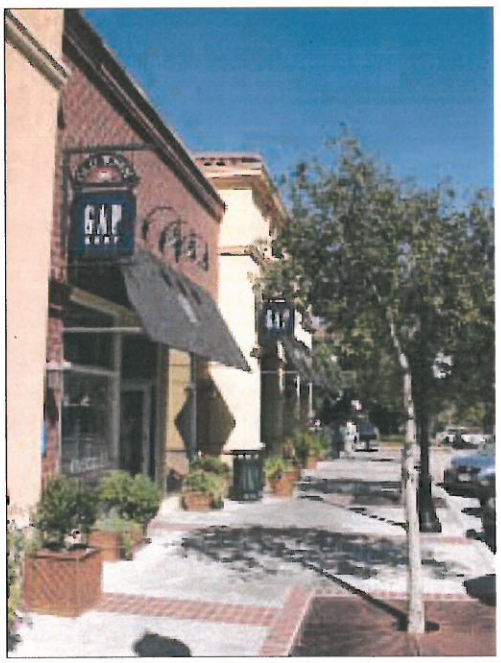
Projecting signs are relatively flat, two-sided solid panels attached to brackets which are mounted on and perpendicular to the face of buildings and storefronts. They often include graphic images in addition to text, and express the unique personality of an individual business.

6.5.1 Use high quality materials

Use wood, metal or non-glossy fabrics. Avoid plastics.

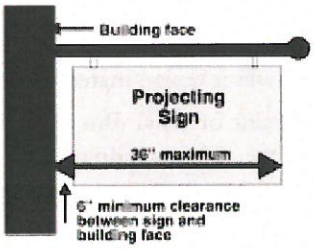






6.5.2 Limit the number and size of projecting signs

- Use no more than one projecting sign per business frontage.
- Limit the size of any projecting sign to five square feet.
- Project signs no more than 36 inches from the building face, and provide at least 6 inches between the inside edge of the sign and the building.

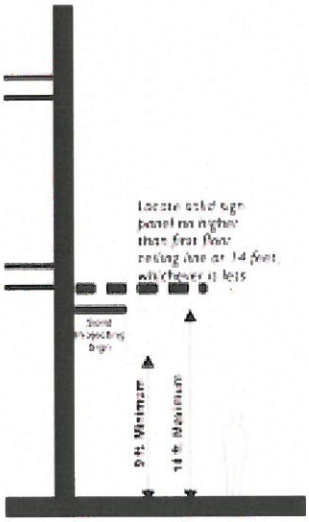


6.5.3 Relate the design of projecting signs and supports to the character of the building

Simple round or square horizontal supports with capped ends, painted black or white, are generally acceptable. However, more decorative approaches may be desirable when appropriate to the sign and/or architectural character of the building.

6.5.4 Position projecting signs to complement the building's architectural details

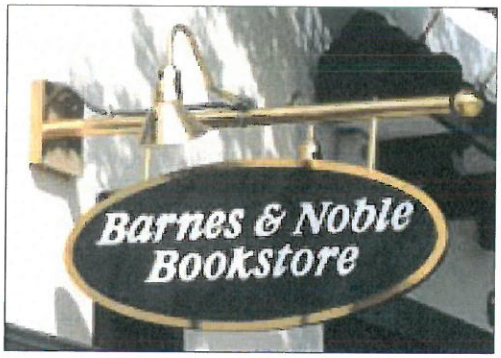
Locate solid panel signs below the first floor ceiling line, or no more than 14 feet above the sidewalk, whichever is less. Provide at least 9 feet from the bottom of projecting signs to the ground in pedestrian areas and 14 feet in areas with vehicular traffic.



6.5.5 Provide sign lighting only with shielded spotlights

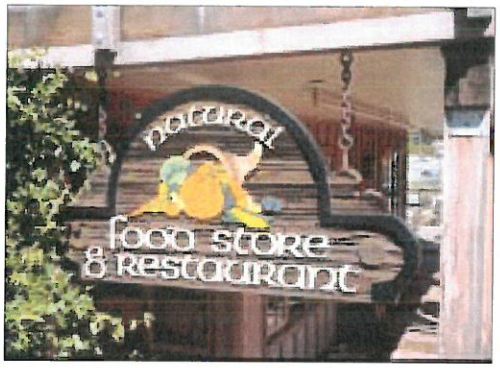
a) Utilize high quality fixtures such as cylinder spots or decorative fixtures. Avoid exposed standard spot and flood light bulbs.

b) Design light supports to complement the design of the sign and building facade.



6.6 HANGING SIGNS

Hanging signs are relatively flat panels, generally two-sided, which are similar to projecting signs, but are smaller and suspended below awnings, bay windows, balconies, and similar projections. They are intended primarily for business identification to pedestrians passing on the sidewalk.



6.6.1 Use high quality materials

Use wood or metal and avoid shiny plastic or fabric. Finish all exposed edges. Suspend signs with metal rods, small scale chain, cable, or hooks.

6.6.2 Limit the number and size of hanging signs

Use no more than one hanging sign per business. Limit the maximum sign size to 3 square feet. Mount signs to provide a minimum of 9 feet clearance between the sign and the sidewalk.

6.6.3 Orient hanging signs to pedestrian traffic

Mount signs under awnings, bay windows or other projections with their orientation perpendicular to the building face so that they will be visible to pedestrians passing on the sidewalk. If multiple hanging signs are placed along a business frontage, they should all be mounted with their bottom edge the same distance above the sidewalk, and should be of a similar size and shape.

6.7 PLAQUE SIGNS

Plaque signs are pedestrian-oriented flat panels mounted to wall surfaces near the entry to a business. They include signs that identify a specific business, directory signs for multiple businesses, and menu boxes for restaurants.

6.7.1 Limit the location and size of plaque signs

Locate signs only on wall surfaces adjacent to tenant entries or entry passageways to off-street courtyards. Signs identifying a single business should be limited to an area of 4 square feet. Directory signs for the identification of multiple second floor or courtyard tenants may be larger, but no more than 8 square feet in area.

6.7.2 Use plaque signs for the display of restaurant menus

A restaurant district is enhanced when a variety of restaurants share the area and customers are able to walk from one to the next to compare menus and prices. Attractive menu boxes with lighting assist in this process. Menu signs or boxes should not exceed 6 square feet in area, and should have internal indirect lighting (e.g., bulbs located in the frame to cast direct light over the menu surface) or direct lighting using decorative fixtures.

6.8 GROUND SIGNS

Primary Ground Signs are low signs that assist motorists in finding businesses along auto-oriented streets where businesses are separated from the street front by parking or large landscaped setbacks. Informational and Directional Ground Signs are smaller signs that assist motorists in safely exiting from moving traffic lanes to on-site uses in projects with multiple entries.

6.8.1 District Limitations

a) Ground signs are allowed only in the following areas:

- C-1 District
- LM District
- Los Gatos Boulevard

b) Ground signs may be considered on a case-by-case basis in the C-2 District, generally for larger or multi-business projects facing Los Gatos/Saratoga Road, or projects south of Main Street with frontage on Santa Cruz Avenue.

6.8.2 Limit the information on each sign

a) Ground signs should generally be limited to the following information:

- Project or primary business identification name and/or logo
- Address number (strongly encouraged)

b) Multi-tenant ground signs are strongly discouraged. However, the display of up to three tenants may be considered for small ground signs so long as the sign and background color is common throughout, and the type style and logo colors of each tenant are the same.

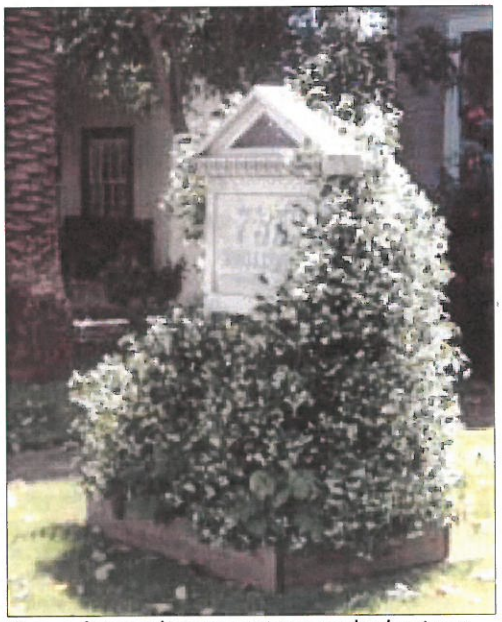
c) The inclusion of services and products offered should not be included on ground signs.

Example of corporate signage designed to address local conditions and design standards

6.8.3 Locate signs for easy visibility from passing vehicles

a) Locate signs within 10 feet of the front property line.

b) Avoid blocking any vehicular or pedestrian sight lines which might result in safety problems.



Ground signs that are unique to the business or the architecture of the building, and that incorporate special landscaping may be particularly suited to Los Gatos

6.8.4 Limit the number, type and size of ground signs

a) Only one project or tenant identification sign is allowed for each development parcel street frontage.

b) The height and sign area per face for Primary Ground Signs should be appropriate to the District in which the sign is located.

• C-1 District:	Maximum Area:	20	sq. feet
	Maximum height:	7	feet *
• C-2 District:	Maximum Area:	16	sq. feet
	Maximum height:	7	feet *
• LM District:	Maximum Area:	20	sq. feet
	Maximum height:	7	feet *
• Los Gatos Blvd.	Maximum Area:	20	sq. feet
	Maximum height:	7	feet

** Lower ground sign heights than these Sign Code maximums are generally desirable in these districts*

c) Directional Signs are limited to a maximum area of 6 square feet, and only allowed on arterial streets. One per entrance or exit will be allowed (see Sign Code 29.10.130.)

6.8.5 Lighting

a) Lighting for ground signs must be by direct spotlight illumination from fixtures mounted either at the top of the sign or on the ground below the sign. Fixtures must be shielded to avoid direct view of the bulbs.

6.8.6 Material

a) All ground signs, including price signs for service stations, shall be constructed of matt finish nonreflective materials.

6.9 FREESTANDING SIGNS

Freestanding Signs are ground-mounted signs that emphasize business brand identity.

6.9.1 Use Limitations

a) Freestanding signs will be allowed only for auto dealerships on or near Los Gatos Boulevard.

6.9.2 Size Limitations

a) Maximum Sign Area and Height:

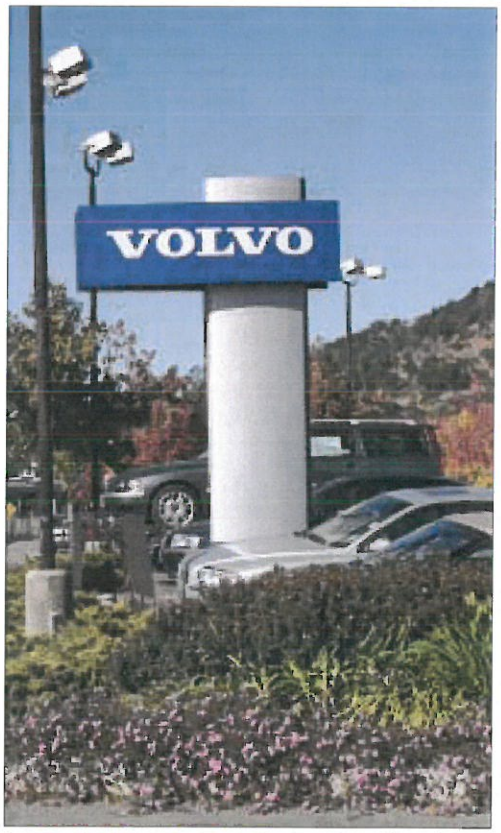
- 125 sq. feet / 25 feet high for first sign
- 75 sq. feet / 20 feet high for any additional approved freestanding sign

The intent of these guidelines is to maintain a vertical proportion for all Freestanding Signs similar to the examples shown on this page. Signs with heights lower than the maximum allowed should generally be reduced in area.

6.9.3 Information Limitations

a) Sign information should be limited to the following:

- Auto brand name and/or logo
- Special dealer recognition (e.g., *Gold Medal Dealership*)



6.9.4 Sign Bases

a) Open sign bases, as shown on the Mercedes Benz sign to the right, are preferred to minimize the visual bulk of freestanding signs.

b) Solid bases will be considered if their width and height are minimized as shown in the Volvo example to the right and the BMW example below.

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PLANNING COMMISSION – AUGUST 8, 2012
CONDITIONS OF APPROVAL

16005 Los Gatos Boulevard
Architecture and Site Applications S-12-042 through S-12-059

Requesting Architecture and Site approval for a Planned Development for a mixed use project on property zoned CH:PD. APN 529-16-025 and 053.
PROPERTY OWNER: CHL Ventures, LP
APPLICANT: Kenneth Rodrigues & Partners

TO THE SATISFACTION OF THE DIRECTOR OF COMMUNITY DEVELOPMENT:

Planning Division

1. PLANNED DEVELOPMENT. All performance standards included in Planned Development Ordinance 2197 are incorporated herein by this reference in conditions of approval applicable to these applications. This applies to all departments and divisions.
2. EXPIRATION. The Architecture and Site approval will expire two years from the approval date pursuant to Section 29.20.320 of the Town Code, unless the approval is used prior to expiration.
3. TOWN INDEMNITY. Applicants are notified that Town Code Section 1.10.115 requires that any applicant who receives a permit or entitlement from the Town shall defend, indemnify, and hold harmless the Town and its officials in any action brought by a third party to overturn, set aside, or void the permit or entitlement. This requirement is a condition of approval of all such permits and entitlements whether or not expressly set forth in the approval, and may be secured to the satisfaction of the Town Attorney.
4. LANDSCAPE PLAN. The Consulting Architect's recommendations shall be incorporated into the landscape plan when construction plans are submitted for building permits. Refer to the landscape plan review from Arbor Resources dated June 19, 2012.
5. LANDSCAPE PLAN REVISIONS. **The applicant shall work with staff and the neighbors at 120 Oak Rim Way to modify the tree species to allow view corridors through the site, and with staff on the use of the open space/park.**
6. OUTDOOR LIGHTING. Building exterior and landscape lighting shall be kept to the minimum needed for safety and security, and shall be down directed fixtures that will not reflect or encroach onto surrounding properties. Shoestring lighting is prohibited by Town Code and shall be eliminated from the plans. Any changes to the approved lighting plan shall be submitted for review and approval prior to installation.
7. SIGN PROGRAM. The applicant shall work with staff to finalize the sign program once the final tenant mix has been determined. **The sign program shall be referred back to the Planning Commission for final review and shall be completed prior to issuance of any sign permits.**
8. GREEN BUILDING. The house shall be designed to achieve compliance with GreenPoint Rated Standards for green building certification. The GreenPoint checklist shall be completed by a Certified Green Building Professional.

EXHIBIT 6

Building Division

9. COMPLIANCE MEMORANDUM. A Compliance Memorandum shall be prepared and submitted with the building permit application detailing how the conditions of approval and performance standards will be addressed.

TO THE SATISFACTION OF THE DIRECTION OF PARKS & PUBLIC WORKS:

Engineering Division

10. IMPROVEMENT AGREEMENT. The applicant shall enter into an agreement to construct public improvements that are part of the development in a form acceptable to the Town in the amount of 100% (performance) and 100% (labor and materials) prior to issuance of any permit. Applicant shall provide two (2) copies of documents verifying the cost of the public improvements to the satisfaction of the Engineering Division of the Parks & Public Works Department.
11. TRAFFIC STUDY UPDATE. Any changes to the proposed uses as adopted by PD-07-145 may require an update to the project traffic study.
12. **CONSTRUCTION MANAGEMENT. The applicant shall coordinate with the Robson Homes development (Laurel Mews) at Los Gatos Boulevard and Roberts Road to ensure that construction does not impact student access to neighborhood schools.**

TO THE SATISFACTION OF THE SANTA CLARA COUNTY FIRE DEPARTMENT:

13. CONSTRUCTION FIRE SAFETY. The construction site shall comply with applicable provisions of the California Fire Code, Chapter 14 and Fire Department Standard Detail and Specification SI-7.

DETAILED EVALUATION OF THE SHADY LANE SIGN PROGRAM

A. Standards for All Sign Approvals

Per Section 29.10.125 of the Town Code, the following standards shall apply to all sign approvals. Staff's response is in italics.

(1) Copy. Signs are limited to naming the entity and the kind of activity conducted on the premises and products and services offered there.
The proposed Sign Program includes design and suggested locations for wall signage for each on-site ground floor tenant, a ground sign including the commercial center's name and three tenants, a ramp wall sign with the commercial center name (Sandy Lane) and building addressing.

(2) Trade names or logos. Signs may show trade names or logos that are not the name of the entity on the premises, but only when such trade name or logo is that of product or service which is a major part of the sales or services conducted on the premises.
The proposed Sign Program does not include final designs for individual wall signage. Each tenant must apply for a sign permit and meet the requirements specified in the approved Sign Program. The wall signage examples in the proposed Sign Program provide examples of possible wall location, sign area, materials, letter style, color, etc. Trade names and logos have been included as examples.

(3) Compatibility with surroundings. The design, color, and location of each sign shall be compatible with the architecture of the buildings on the premises, and in harmony with the structures and other improvements on the property.
The proposed Sign Program includes proposed locations, materials, letter style, color, illumination, method for structural attachments, and shape of sign and components to be compatible with the architecture of the two commercial buildings and overall landscape and site design. The applicant's letter of justification and project description explain how this is achieved in Exhibit 4. The proposed Sign Program is illustrated in color photo-simulations found in Exhibit 7, Sheet A0.3.

(4) Shopping Centers. In a shopping center or multi-tenant building, each design shall be related to the other signs in the same center or building by incorporating at least four (4) of the following six (6) identical elements.
The proposed Sign Program has incorporated five (5) of the following identical elements in their program.

a. ***Material*** *- The Sign Program proposes a stone veneer for the base of the ground sign, which matches the materials used on the ramp wall at the corner of Building 1 and also matches the perimeter landscape walls and building accents. The signs are proposed to be made of high quality aluminum, smooth surface with a dark bronze finish (Exhibit 7, Sheet A0.2 & A0.3).*

b. ***Letter Style*** *- The Sign Program proposes two letter styles, Americana BT and Helvetica Condensed (Exhibit 7, Sheet A0.3).*

c. ***Color*** *- The Sign Program proposes dark brown and off-white colors to complement the colors and materials. The bronze finish of the signs matches the color of the light fixtures and storefront mullion systems and stained exposed beams through the project (Exhibit 7, Sheet A0.3).*

d. ***Illumination*** *- The Sign Program proposes letters to be individual internally surface mounted "halo-lit" reverse channel letters. If the tenant's sign letters cannot be individually halo-lit because of size limitation, the tenants sign can consist of single unit housing with perimeter halo-lighting and push through edge-lit detail (Exhibit 7, Sheet A0.2).*

e. ***Method used for structural support of attachment*** *- The Sign Program proposes that the attachment of all signs shall be concealed fasteners. Transformers to be located behind wall parapet or contained inside letters. No exposed raceways or wire-ways will be permitted (Exhibit 7, Sheet A0.2).*

f. ***Shape of the entire sign and its components*** *- The Sign Program does not propose that all signs have the same shape. Instead, the utilization of the five identical elements described above conform to the sign area and letter height requirements outlined in the Town Code and the Commercial Design Guidelines. As a result, the wall signs will be harmonious with the each other.*

(5) Backs and supports. The backs and supports of all signs shall be subdued.
The Sign Program proposes backs and supports that cannot be seen, as they will be concealed fasteners. All exposed fasteners to be painted to match the background surface as stated on Sheet A0.1 of the Sign Program (Exhibit 7).

(6) Illumination generally. No portion of the surface of any illuminated sign nor any visible lamp illuminating a sign shall have a brightness exceeding one hundred fifty (150) foot-lamberts.
All proposed signage must comply with this requirement as part of the sign permit process.

(7) Illumination near residential districts. Illuminated signs with a brightness more than thirty (30) foot-lamberts shall not be closer than fifty (50) feet from any point in a residential district unless the face of the sign is not visible from the residential district.

All proposed signage is located farther than 50 feet from the adjacent residential district. There is no proposed signage to be located on the west elevation of Building 2, the elevation closest to the residential district (Exhibit 7, Sheet A1.1 & A4.0).

(8) Roof signs.
The Sign Program does not include roof signs.

(9) Projecting signs.
The Sign Program does not include projecting signs.

(10) Signs suspended from a marquee.
The Sign Program does not include signs suspended from a marquee.

(11) Signs for theaters.
The Sign Program does not include signs for theaters.

B. Standards for Ground Signs

(1) Town Code, Ground Signs. The Sign Program proposes a ground sign that is three feet-eight inches tall located within the landscaped area at the driveway entrance of Los Gatos Boulevard. This meets the Town Code [Section 29.10.135] and Commercial Design Guidelines requirements.

(2) Town's Commercial Design Guidelines, Section 6.8 (Exhibit 5):

6.8.1- Ground signs are allowed on Los Gatos Boulevard.
The proposed ground sign will be located along Los Gatos Boulevard.

6.8.2.a.- Ground signs should be limited to the project identification name and/or logo.
The proposed ground sign will include the center's name.

6.8.2.b.- The proposed multi-tenant ground signs may display up to three tenants so long as the sign and background color is common throughout, and the type and style and logo colors of each tenant are the same.
The proposed ground sign includes the center's name and three tenant names. The aluminum cabinet would be painted dark brown and have oyster color final copy in Americana BT font.

6.8.3.a.&b.- Locate the signs within 10 feet of the front property line and avoid blocking any vehicular or pedestrian sign lines which might result in safety problems.
The proposed ground sign location meets the requirements. The Town's Engineering Department has reviewed the proposed location and finds that the ground sign meets the corner sight triangle and traffic view area requirements (Exhibit 7, Sheet A1.1,5).

6.8.4.a. – Only one tenant identification sign is allowed for each development parcel street frontage.

Only one ground sign is proposed.

6.8.4 b. – The height and sign area per face for Primary Ground Signs should be appropriate to the District in which the sign is located. Los Gatos Blvd.- Maximum Area: 20 square feet, Maximum Height 7 feet.
The proposed ground sign is three feet eight inches in height and the maximum sign area will not exceed 20 square feet.

6.8.5 – Lighting for ground signs must be by direct spot-light illumination from fixtures mounted either at the top of the sign or on the ground below the sign. Fixtures must be shielded to avoid direct view of the bulbs.
The proposed ground sign meets the lighting requirements as it will provide direct spot-light illumination from the ground below the sign.

6.8.6 – All ground signs, including price signs for service stations, shall be constructed of matt finish non-reflective materials.
The proposed ground sign meets the materials requirement as the proposed finish is non-reflective.

C. Standards for Wall Signs

The Sign Program has proposed locations for tenant wall signage (Exhibit 7, Sheet A2.0, A4.0) on Building 1 and Building 2. These locations have been selected based on the current tenant mix but may change in the future as tenant spaces and tenants change. The Sign Program provides the linear feet of the building's primary and secondary business frontage (Exhibit 7, Sheet A1.1). This will assist in determining the allowable sign area for each frontage.

(1) Town Code, Sign Area

Allowed sign area is one (1) square foot for each lineal foot of primary business frontage plus one (1) square foot for each lineal foot of secondary business frontage provided that the sign area generated by each secondary business frontage cannot exceed fifty (50) percent of the sign area generated by the primary business frontage [Town Code Section 29.10.135(c)(1)].

(2) Town's Commercial Design Guidelines, Section 6.2 (Exhibit 5):

6.2 – Wall Signs are panels or individual letters mounted flat against and parallel to a building wall or roof fascia.
The proposed wall signage would be individual letters or panels mounted flat against the building wall.

6.2.1 – Generally, limit sign information to the business name. Graphic logos, date of building construction, address, and other elements may be allowed at the discretion of the town.

The proposed wall signage may include business name, graphic logos if the wall sign meets the allowable sign area requirements described in Section 29.10.135 of the Town Code and complies with the approved sign program.

6.2.3 – Use sign materials which project slightly from the face of the building.
The proposed wall signage will be channel letters and will project slightly from the face of the building.

6.2.4 – Provide sign illumination appropriate to the district.
(b) Interior illuminated individual letters may be used for commercial properties located along Los Gatos Boulevard.
The proposed wall signage along Los Gatos Boulevard is interior illuminated individual letters.

6.2.5 – Maximum letter height.
Commercial properties located along Los Gatos Boulevard- 18 inches
The maximum proposed letter height is 18 inches.

6.2.6 – Relate sign colors to building colors.
Select wall sign colors to blend with the building and storefront colors. Select from color ranges which are analogous and complementary to them. Corporate branding colors will be considered, but will not be automatically approved if they are considered out of place with the building or the surrounding environment. The use of toned down colors in the same hue family may be required in place of brighter standard corporate colors.
The proposed Sign Program does not include final designs for individual wall signage. Each tenant must apply for a sign permit and meet the requirements specified in the approved Sign Program. The proposed Sign Program provides examples of possible wall location, sign area, materials, letter style, color, etc. Specific review of corporate branding colors will be considered through the sign permit process.

D. Directory and Name Plates

The Sign Program includes the locations and proposed design for two building directories, one for each building. The aluminum building directories would be located on the ground floor and mounted flush to the exterior wall at the entrance to each building's elevator/stairwell (Exhibit 7, Sheet A1.1). The directory will serve to identify the second floor office tenants. Per the Town Code Section 29.10.110(3), each building directory has a maximum sign area of nine (9) feet, the directory must be affixed flat against the building, and it must show the name or address of the persons occupying the building. Building directories are for buildings with more than six tenants. If the future tenant mix for each commercial building includes six tenants then a building directory can be utilized. The directories would only identify the second floor office tenant spaces.

Flush wall mounted aluminum name plates will be used for each office tenant space on the second story. Per the Town Code Section 29.10.110(2), nameplates can be a maximum area of one and one-half square feet. The name plates must be affixed flat against the wall of the building. The name plate can only show the name or address of a person or persons or entity occupying the area. There can only be a maximum of six (6) plates per building.

Building directories and name are exempt from sign permits per the Town Code, however, the applicant wanted to include them in the Sign Program to provide design continuity with the buildings and overall signage design and layout (Exhibit 8, Sheet A1.1, A2.0, A4.0, A5.0).

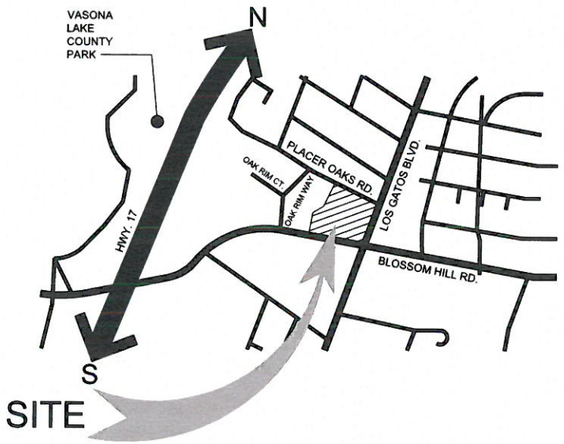
Sandy Lane

SIGNAGE PROGRAM

FOR MIXED-USE RETAIL/OFFICE CENTER

663 & 681 BLOSSOM HILL ROAD
15965 & 15991 LOS GATOS BOULEVARD
LOS GATOS, CALIFORNIA

▪ VICINITY MAP ▪



▪ PROJECT TEAM ▪

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Fax 408.292.1673
Contact Danny Moran

▪ SHEET INDEX ▪

SIGNAGE PROGRAM

A0.0	TITLE SHEET
A0.1	WRITTEN SIGNAGE PROGRAM
A0.2	WRITTEN SIGNAGE PROGRAM & DETAILS
A0.3	PICTURES
A0.4	DETAILS
A1.1	SITE PLAN & DETAILS
A2.0	BUILDING 1 EXTERIOR SIGNAGE LOCATIONS
A4.0	BUILDING 2 EXTERIOR SIGNAGE LOCATIONS
A5.0	EXAMPLE OF WALL SIGNAGE

▪ PD APPLICATION NO. ▪

PD APPLICATION NO.: PD - 07 - 145

▪ FUTURE WORK N.I.C. ▪

1. INDIVIDUAL TENANT SIGNAGE APPLICATIONS MUST BE SUBMITTED TO TOWN OF LOS GATOS FOR APPROVALS AND PERMITS.
2. PRIOR TO OCCUPANCY OF BUILDING, TENANT SIGNAGE PERMITS MUST BE APPROVED.
3. TENANT SIGNAGE DESIGN AND LOCATIONS SHALL COMPLY WITH THIS MASTER SIGN PROGRAM.

▪ PROGRAM SCOPE ▪

1. ESTABLISH CRITERIA FOR MIXED-USE CENTER IDENTIFICATION SIGNAGE.
2. ESTABLISH CRITERIA FOR TENANT SIGNAGE DESIGN AND LOCATIONS.
3. OUTLINE PROCESS FOR TENANT-GENERATED SIGN APPLICATIONS.
4. PROVIDE A DOCUMENT FOR REFERENCE FOR TOWN OF LOS GATOS PLANNING DEPARTMENT, FOR REVIEW AND PERMITTING OF TENANT SIGN APPLICATIONS.

663 & 681
BLOSSOM HILL
ROAD
15965 & 15991
LOS GATOS
BOULEVARD
SIGNAGE
PROGRAM

SAND HILL PROPERTY COMPANY
203 REDWOOD SHORES PKWY, STE 200
REDWOOD CITY, CA 94065

KENNETH RODRIGUES & PARTNERS INC.
445 North Whisman Road, Suite 200
Mountain View, CA 650.965.0700

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2464 DE LA CRUZ BLVD.
SANTA CLARA, CA
95050

KEYMAP

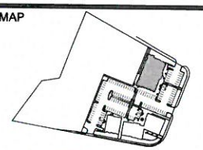

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EXHIBIT 8

1.1 Purpose

Sandy Lane Retail Center comprehensive sign program has been established for the purpose of assuring a functional, coordinated graphics program that will provide project and tenant identification and traffic control, while encouraging creativity, compatibility and enhancement of the project in the Town of Los Gatos.

1 .2 Design Intent

The guidelines of this program are designed to complement architectural elements of the proposed buildings and coordinate the type, placement, and physical dimensions of signs within the shopping center thereby appearing as an integral part of the center.

1 .3 Approvals and Permits

A. For purposes of these sign criteria, CHL Ventures LP, is the landlord as it pertains to the administration of the comprehensive sign program for the tenant signs and ground signs shown on the attached site plan exhibit.

B. Each Tenant or Lessee will be provided with a copy of the Tenant final sign program and criteria as the first step in obtaining signs within Sandy Lane Retail Center. Compliance with this signage program will be strictly enforced. Any non-conforming or unapproved sign installed by Tenant must be brought into compliance with this comprehensive sign program at Tenant's expense. The final determination of compliance and the requirement for correction shall be subject to review and approval by the Director of Community Development.

C. These criteria shall not imply that approval by the Community Development Department of the Town of Los Gatos will be automatically granted. Tenant is solely responsible for obtaining any and all required approvals from these agencies; obtain all permits and approvals from the Town of Los Gatos Planning and Building Divisions, and to fully comply with the review procedures set forth by this comprehensive sign program. See Town of Los Gatos website, www.losgatosca.gov for a summary of the Town of Los Gatos Sign Design Review procedures and submittal requirements. All amendments to the comprehensive sign program shall be subject to Landlord review and approval and then review by the Planning Division as an application for Sign Design Review. Review of the Sign Design Review application shall follow the procedures defined under Sections 20 & 29 of the Town of Los Gatos Municipal Code.

1 .4 General Requirements

A. Each Tenant is required to submit to Landlord for approval before fabrication, at least four (4) copies of detailed design drawings indicating the location, size, copy layout, colors, materials, finishes, illumination, and method of attachment.

B. All building permits for signs and their installation shall be obtained by Tenant or Tenant's representative, at Tenant's sole expense from the Planning Division and Building Division of the Community Development Department prior to installation.

C. All building signs shall be designed, constructed, installed and maintained at Tenant's sole expense. All signs shall be designed by professionals (e.g., architects, design firms or sign design /sign construction firms).

D. All signs shall be designed and constructed consistent with this adopted comprehensive sign program for signs and installed with building permits and inspected and finalized by the Building Division of the Town of Los Gatos.

E. Tenant shall be responsible for fulfillment of all governmental regulations and specifications, including those of the Town of Los Gatos and the California Electric Code.

F. All signs shall be designed and constructed consistent with the adopted sign design criteria. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole discretionary right of the Landlord, Landlord's representative, and the Town of Los Gatos.

1 .5 Specific Design Criteria

A. All signs shall meet or exceed all current applicable codes (i.e., electrical, mechanical, structural, etc).

B. Signs shall meet all requirements of the State of California and the Americans with Disabilities Act.

C. Sign content shall be limited to business identification signs only. Trademarks, logos, products or services shall not be displayed on any permanent signage unless approved by Landlord and by the Town of Los Gatos. Tenants may be permitted secondary signage (i.e. "Pharmacy", "Photos" and the like) when it forms part of a recognized corporate logo or slogan. Final review and approval shall be by the Landlord and by the Planning Division, Department of Community Development.

D. Font and colors shall be subject to landlord approval and review and approval by the Director of Community Development through sign permit process as it complies with the approved color and materials pallet of the the Master Sign Program.

E. All exterior signs shall be secured by stainless steel, nickel, or cadmium-plated fasteners.

F. All exposed fasteners to be painted to match the background surface.

1.5 Signs Design Criteria (continued)

R. Sign area shall conform to Section 29.10.135 (c) of the Town of Los Gatos Municipal Code and the areas indicated in this Master Signage Program.

1 .5.1 Retail Shops Wall Signs

A. Number of Signs: Tenant sign shall comply with the locations shown on the building elevations of the tenant sign program. The sign area between separate tenants or separate sides on the building may not be combined.

B. Size of Signs: Allowed sign area shall be consistent with the Town Code 29.10.135 and the Commercial Design Guidelines.

C. Two-line Tenant names are permitted but must comply with the maximum total sign area per Town Code and the Commercial Design Guidelines.

1 .5.2 Ground Signs

A. All Ground sign designs, height, length and width, the number and locations of tenant signs and tenant sign areas, and illumination shall comply with the designs of Ground Sign exhibits.

B. No Pylon signs are allowed.

1 .6 Administration

The following is a private agreement between landlord and tenant.

A. The amount of hours per day during which the signs will be illuminated shall be determined and controlled at Landlord's sole discretion. Per Town Code, no portion of the surface of any illuminated sign nor any visible lamp illuminating sign shall have a brightness exceeding one hundred fifty-foot-lamberts.

B. Landlord reserves the right to hire an independent electrical engineer (at Tenant's sole expense) to inspect the installation of all signs, and reserves the right to require that any discrepancies and/or code violations be corrected at Tenant's expense.

C. The sign contractor shall carry a Workman's Compensation and Public Liability insurance against all damage suffered or per formed against any and all persons or property while engaged in the construction or erection of signs in the amount of $5,000,000 per occurrence prior to commencing installation of signs. Landlord shall be provided with insurance certificate.

D. At the expiration or early termination of Tenant's lease term, Tenant shall be required to remove their signs, cap off electrical connection, patch the fascia, and paint the entire fascia area to match the surrounding areas at Tenant's expense within seven (7) days.

E. Sign contractors shall be advised (by Tenant) that no substitutes will be accepted whatsoever unless so indicated in specification and approved by landlord and Tenant. Any deviation from these specifications may result in the rejection of the sign by Tenant and/or Landlord.

F. In the event any conflict in the interpretation of these guidelines cannot be satisfactorily resolved, the Landlord's decision shall be final and binding upon the Tenant.

G. Tenant shall maintain its sign in a clean, professional and functioning manner. Any damage, electrical problems, wear and tear, and other breakage pertaining to Tenant signs shall be repaired by Tenant within 10 consecutive days from such event.

1 .7 Prohibited Signs

A. No sign shall be installed, relocated, or maintained so as to prevent entry into or exit out of any door. No sign shall create a safety hazard by obstructing view of pedestrian and vehicular traffic.

B. No tenant signs of any type shall be located within the parking, landscaping, or site areas of this development.

C. No sign shall obstruct access to fire hydrants, fire department connections, or fire department access roads.

D. Signs on or affixed to trucks, automobiles, trailers or other vehicles which advertise, identify, or provide direction to a use or activity not related to its lawful making of deliveries or sales of merchandise or rendering of services from such vehicles are prohibited when such vehicles are located on the Shopping Center property.

663 & 681
BLOSSOM HILL
ROAD

15965 & 15991
LOS GATOS
BOULEVARD

SIGNAGE PROGRAM

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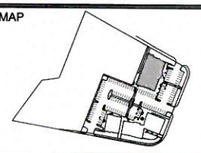

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1.7 Prohibited Signs (continued)

E. Signs, which audibly advertise, identify, or provide direction to a use or activity, are prohibited.

F. It is unlawful for any Tenant to exhibit, post, or display or cause to be exhibited, posted, or displayed upon any sign, any content of an obscene, indecent, or of immoral nature or unlawful activity.

G. Painted wall signs are prohibited.

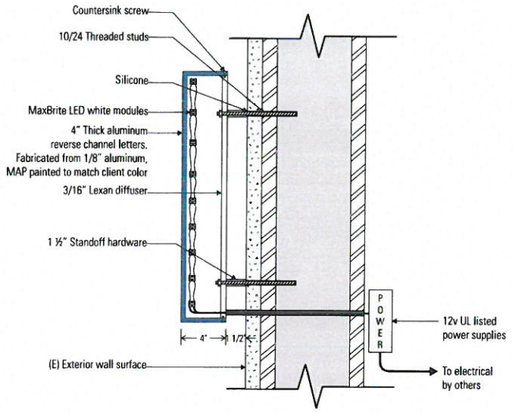
H. Cabinet wall signs are prohibited, except for logos which shall be designed, illuminated, and constructed in compliance with this comprehensive sign program and subject to review and approval by the Landlord and the Planning Division of the Town of Los Gatos.

I. Permanent and temporary advertising devices such as attraction boards, posters, banners, and flags are prohibited.

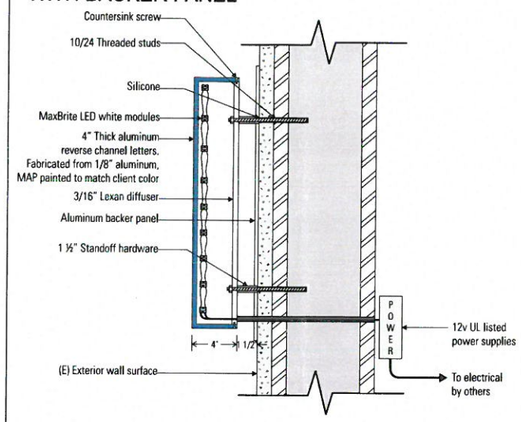
J. All signs prohibited under and subject to the Town of Los Gatos sign ordinance.

K. Temporary leasing signs or Grand Opening banners will be allowed if consistent with provisions in the Town of Los Gatos sign ordinance, review and approval of the Director of Community Development and will also be the sole, discretionary right of the Landlord to approve or disapprove prior to installation.

LETTER SECTION PCL-LED HALO LIT
INTERNALLY ILLUMINATED PAN CHANNEL LETTER



LETTER SECTION PCL-LED HALO LIT
INTERNALLY ILLUMINATED PAN CHANNEL LETTER WITH BACKER PANEL



663 & 681 BLOSSOM HILL ROAD

15965 & 15991 LOS GATOS BOULEVARD

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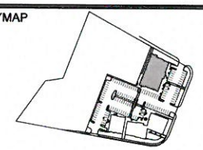

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RETAIL TENANT - TYP. LINEAR

TYP. EXAMPLE:

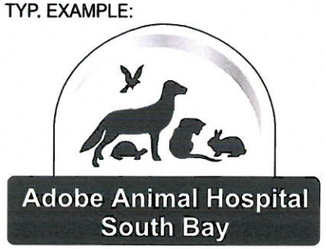
DIMENSION VARIES PER MAX. ALLOWABLE SIGN AREA CALCULATION

Max 18" Letter Height.

A. Maximum letter height 18 inches.
B. Sign area calculation to comply with Town Code and Commercial Design Guidelines, logos included in total sign area.
C. For additional frontage the square footage needs to be decreased per the Commercial Design Guidelines.
D. See sheet A0.3 for color and letter style.
E. Letters to be individual internally surface mounted "halo-lit" reverse channel letters.
F. No exposed LEDs, Neon or animated signs will be allowed. Transformers to be located behind wall parapet or contained inside letters and logo cabinet. No exposed raceways or wire-ways will be allowed.
G. If tenant's sign letters cannot be individually halo-lit because of the size limitation, tenant's sign can consist of single unit housing with perimeter halo-lighting and push through edge-lit detail per detail 2 page A.02

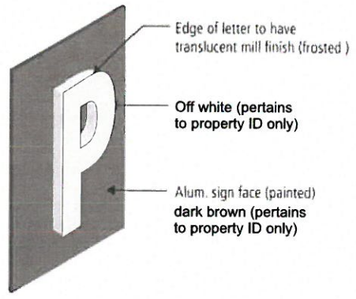
RETAIL TENANT - TYP. VERTICAL

TYP. EXAMPLE:

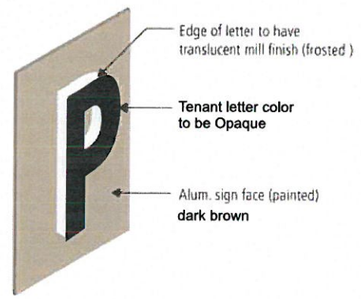


Edge - Lit Logo / Letter Details

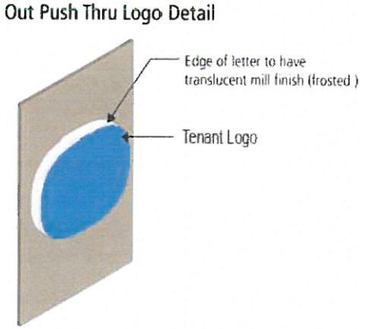
Property ID
Rout Out Push Thru Letter Detail



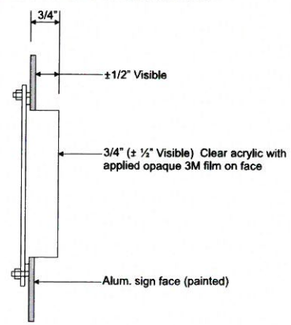
Tenant ID
Rout Out Push Thru Letter Detail



Tenant ID
Rout Out Push Thru Logo Detail



Rout Out Push Thru Letter Section



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PIC.1 View of Building 1 at Blossom Hill Road and Retail Center Driveway Entrance, west and south elevation

PIC.2 View of Building 1 at corner of Blossom Hill Road and Los Gatos Boulevard.

PIC.3 View of Building 1 from parking lots

Note:
Photos are to show suggested sign location and context only. Wall signage shown in context photos are not approved.
Each tenant must obtain a sign permit. All signs must meet Town Code, Commercial Design Guidelines
and the Sign Program Requirements.

PHOTOS | 5

Americana BT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

LETTER STYLE | 1

Stone Veneer

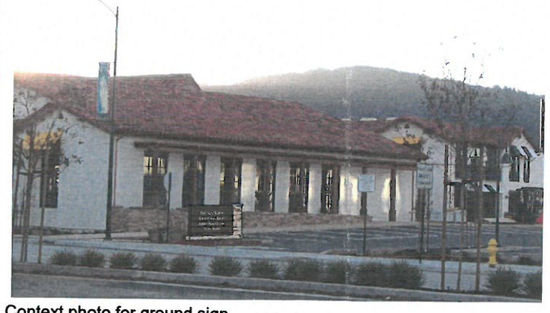
MATERIAL | 2

Dark Brown

Off white

COLOR SCHEME | 3

Context photo for corner ramp wall



Context photo for ground sign

PHOTOS | 4

663 & 681
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ROAD

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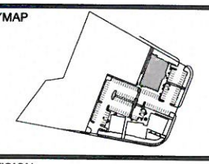
KEYMAP



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A0.3

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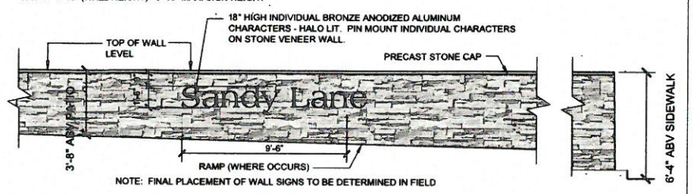
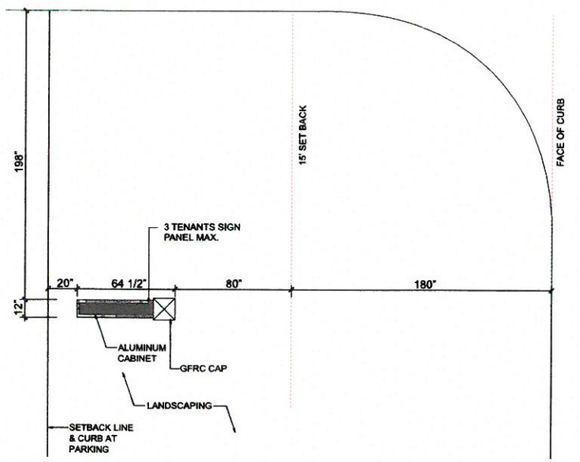
85% OF 54'-10" (WALL LENGTH)= 46'-9" MAX. SIGN LENGTH
65% OF 5'-10" (WALL HEIGHT)= 3'-10" MAX. SIGN HEIGHT



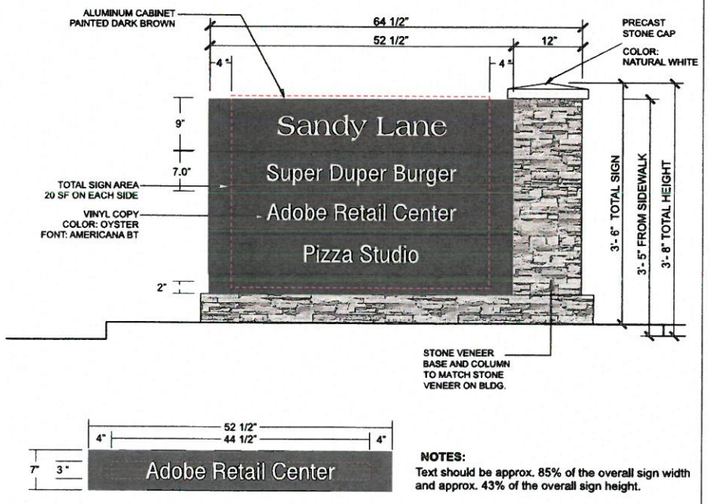
NOTE: FINAL PLACEMENT OF WALL SIGNS TO BE DETERMINED IN FIELD

WALL SIGN | 1/4" | 2



GROUND SIGN PLAN | 1/4"= 1' | 3

A. 3 TENANTS MAX AND CENTER NAME.
B. MAXIMUM LETTER HEIGHT 2.5 INCHES.
C. SIGN AREA MAXIMUM 20 SF.
D. TENANT NAMES FOR CONTEXT ONLY. ALL TENANTS MUST HAVE AN APPROVED CONDITIONAL USE PERMIT (CUP) OR THE USE IS PERMITTED BY THE ZONING DISTRICT.
E. ALUMINUM BOX AND REPOSITIONABLE TENANT PANELS. VINYL GRAPHICS, SPOT ILLUMINATION

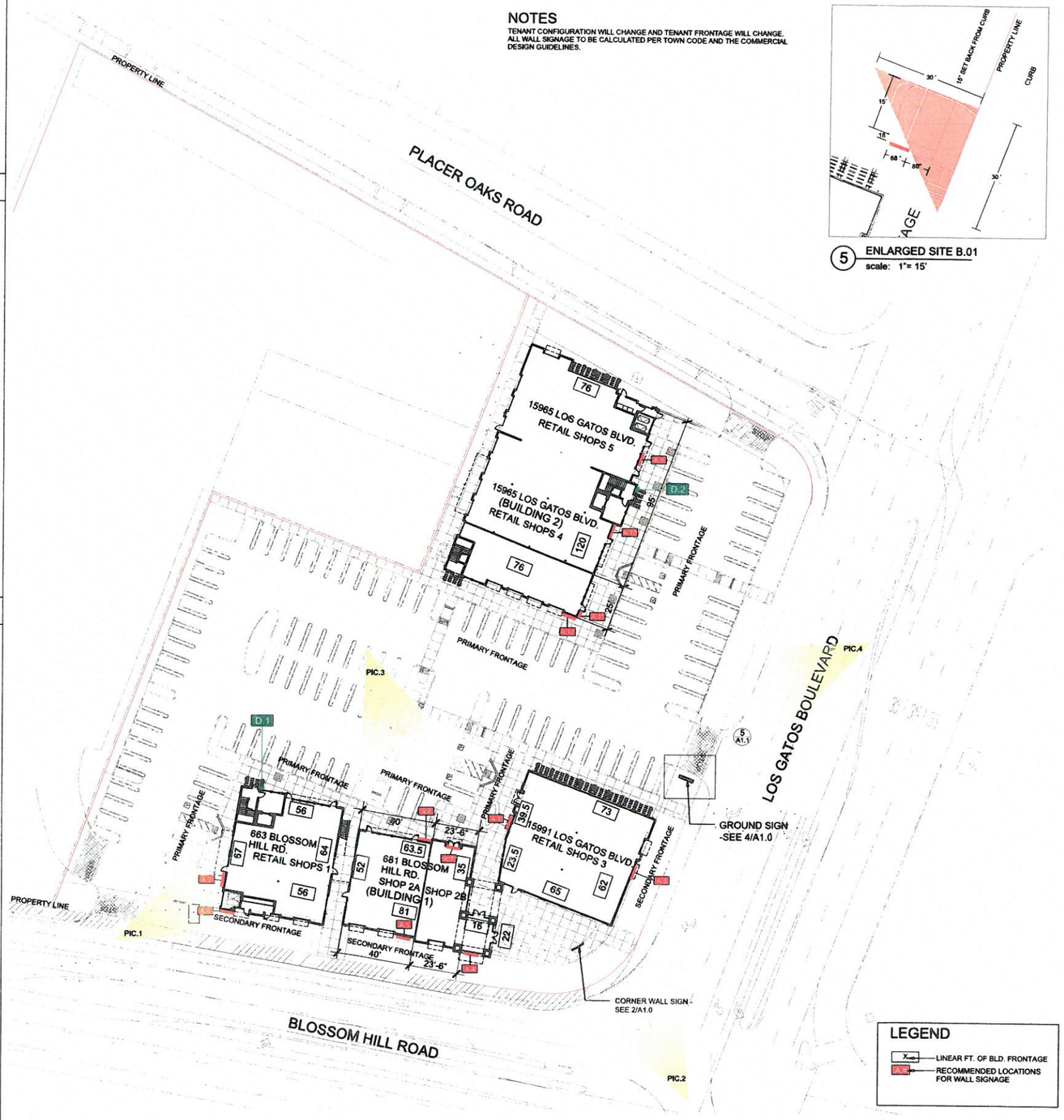


NOTES:
Text should be approx. 85% of the overall sign width and approx. 43% of the overall sign height.

GROUND SIGN ELEVATION | 1"=1' | 4

NOTES

TENANT CONFIGURATION WILL CHANGE AND TENANT FRONTAGE WILL CHANGE. ALL WALL SIGNAGE TO BE CALCULATED PER TOWN CODE AND THE COMMERCIAL DESIGN GUIDELINES.



5 ENLARGED SITE B.01
scale: 1"= 15'

LEGEND
- LINEAR FT. OF BLD. FRONTAGE
- RECOMMENDED LOCATIONS FOR WALL SIGNAGE

SITE PLAN | 1"=30' | 1

663 & 681 BLOSSOM HILL ROAD
15965 & 15991 LOS GATOS BOULEVARD

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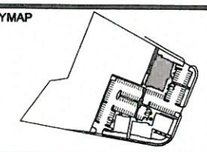

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SIGNAGE PROGRAM SITE PLAN

NORTH

A1.1

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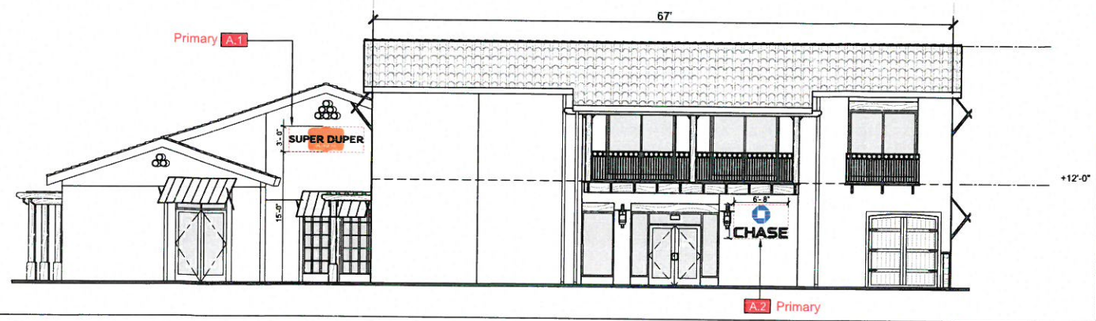
NOTE:

SIGNAGE LOCATIONS SHOWN ON ELEVATIONS ARE OPTIONAL LOCATIONS FOR TENANT SIGNAGE. NOT ALL SIGNAGE LOCATIONS ON ONE FACADE CAN BE UTILIZED.

ACTUAL NUMBER OF WALL SIGNS, THEIR LOCATIONS AND SIGN SIZE MUST MEET THE REQUIREMENTS OF THE TOWN OF LOS GATOS SIGN ORDINANCE AND THE COMMERCIAL DESIGN GUIDELINES AND MUST BE REVIEWED AND APPROVED BY THE DIRECTOR OF COMMUNITY DEVELOPMENT THROUGH THE SIGN PERMIT PROCESS.

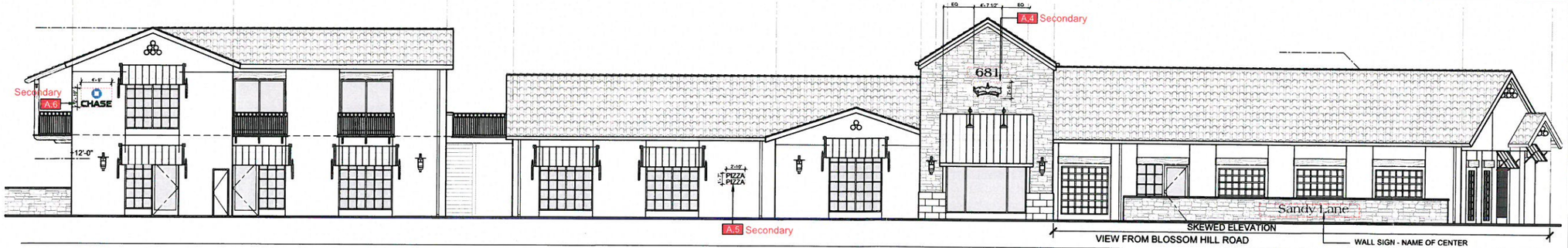
BUILDING ADDRESS NEED TO BE:
1. 16" HEIGHT.
2. 1/8" FABRICATED ALUMINUM PAINTED BLACK.
3. FONT: AMERICANA BT.

BUILDING ADDRESSES ARE EXEMPT FROM SIGN PERMITS PER TOWN CODE

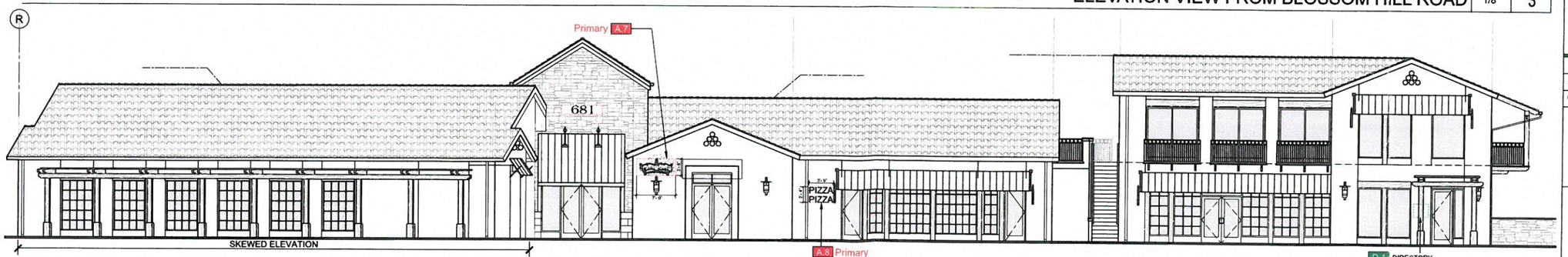


ELEVATION VIEW FROM WESTPARKING LOT | 1/8" | 1

ELEVATION VIEW FROM LOS GATOS BLVD. | 1/8" | 2



ELEVATION VIEW FROM BLOSSOM HILL ROAD | 1/8" | 3



BUILDING 1 NORTH ELEVATION | 1/8" | 4

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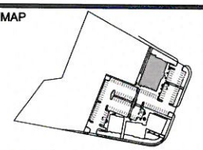

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PROJECT NO. 26.585 DATE 6.18.14
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BUILDING 1 EXTERIOR SIGNAGE

A2.0

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NOTE:

SIGNAGE LOCATIONS SHOWN ON ELEVATIONS ARE OPTIONAL LOCATIONS FOR TENANT SIGNAGE. NOT ALL SIGNAGE LOCATIONS ON ONE FACADE CAN BE UTILIZED.

ACTUAL NUMBER OF WALL SIGNS, THEIR LOCATIONS AND SIGN SIZE MUST MEET THE REQUIREMENTS OF THE TOWN OF LOS GATOS SIGN ORDINANCE AND THE COMMERCIAL DESIGN GUIDELINES AND MUST BE REVIEWED AND APPROVED BY THE DIRECTOR OF COMMUNITY DEVELOPMENT THROUGH THE SIGN PERMIT PROCESS.

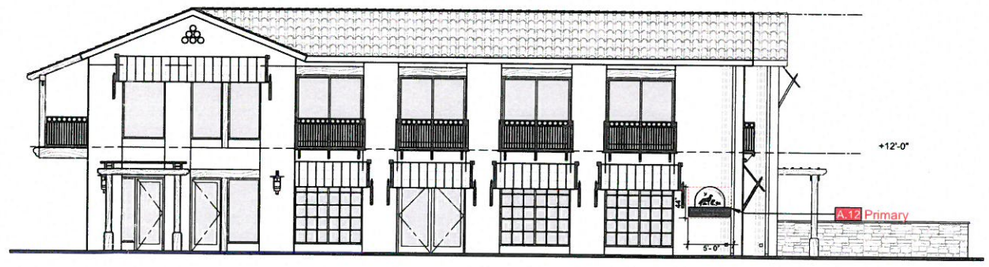
BUILDING ADDRESS NEED TO BE:
1. 16" HEIGHT.
2. 1/8" FABRICATED ALUMINUM PAINTED BLACK.
3. FONT: AMERICANA BT.

BUILDING ADDRESSES ARE EXEMPT FROM SIGN PERMITS PER TOWN CODE

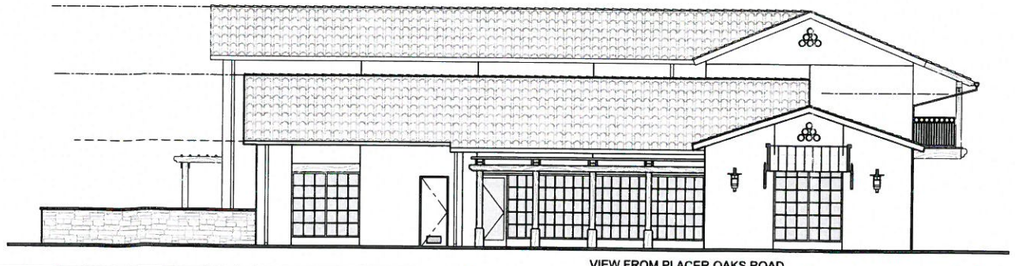
No wall signage on this elevation

BUILDING 2 WEST ELEVATION | 1/8" | 1

ELEVATION VIEW FROM LOS GATOS BLVD. | 1/8" | 2



BUILDING 2 SOUTH ELEVATION | 1/8" | 3



VIEW FROM PLACER OAKS ROAD

ELEVATION VIEW FROM PLACER OAKS ROAD | 1/8" | 4

663 & 681 BLOSSOM HILL ROAD

15965 & 15991 LOS GATOS BOULEVARD

SIGNAGE PROGRAM

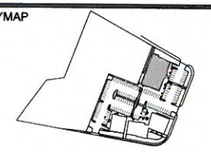
SAND HILL PROPERTY COMPANY
203 REDWOOD SHORES PKWY, STE 200
REDWOOD CITY, CA 94065

KENNETH RODRIGUES & PARTNERS INC.
445 North Whisman Road, Suite 200
Mountain View, CA 650.965.0700

CONSULTANT

corporate SIGN SYSTEMS
WWW.CORPORATESIGNS.COM
2464 DE LA CRUZ BLVD.
SANTA CLARA, CA
95050

KEYMAP



REVISION

PROJECT NO. 26.585 DATE 6.18.14
DRAWN BY SCALEAS SHOWN
CHECKED BY

BUILDING 2 EXTERIOR SIGNAGE

A4.0

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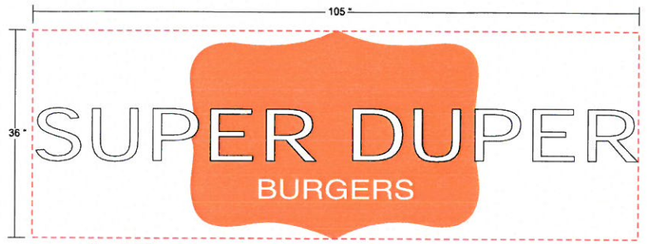
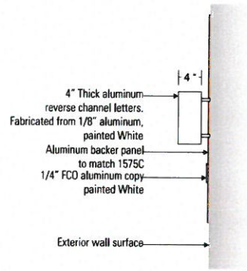
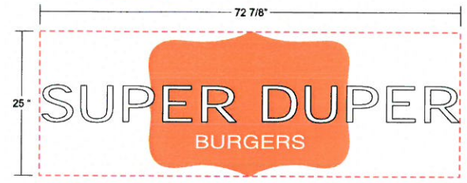
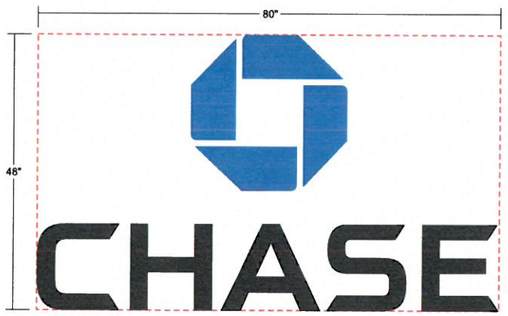


A.1 26.25 SF (Primary)

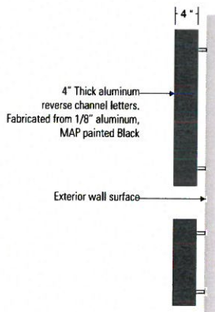


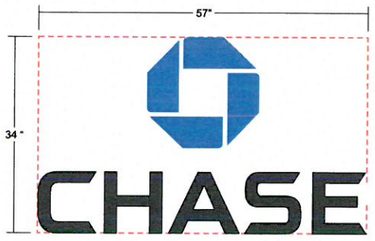


A.3 12.6 SF (Secondary)



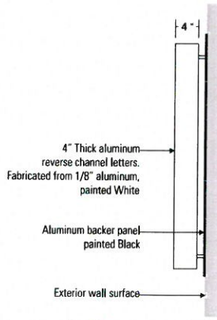
A.2 26.7 SF (Primary)



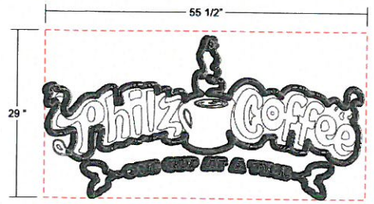


A.6 13.3 SF (Secondary)

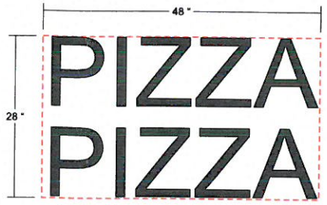
A.7 23.4 SF (Primary)



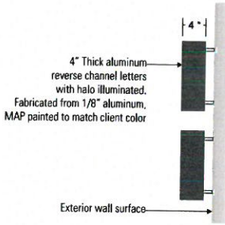
SIGNAGE DETAIL | 1"=1' | 3



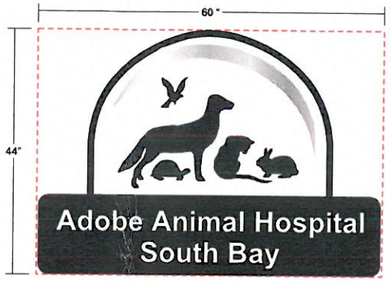
A.4 11.2 SF (Secondary)



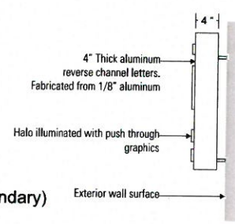
A.8 9.3 SF (Primary)



A.5 4.5 SF (Secondary)



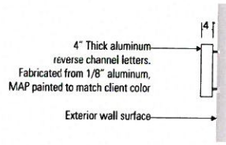
A.10 A.12 18.3 SF EA (Primary)



A.11 5.7 SF (Secondary)

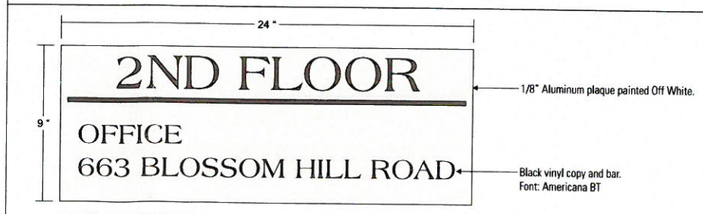
1"=1'

A.9 29.25 SF (Primary)



Note for wall signage:
Example of wall signage only. Not approved wall signage. Each tenant must obtain a sign permit.
All signs must meet Town Code, Commercial Design Guidelines and the Sign Program Requirements.

SIGNAGE DETAIL | 1/2"=1' | 2



DIRECTORY 1 1/2 SF

Note for directory:
The directory will be used to identify second floor offices at ground floor of each building.
Directory sign area counts as wall signage for second story tenants.
Directory name plates are exempt from sign permits per Town Code

PROPOSED DIRECTORY DESIGN | 3"=1' | 1

663 & 681
BLOSSOM HILL
ROAD

15965 & 15991
LOS GATOS
BOULEVARD

SIGNAGE PROGRAM

SAND HILL PROPERTY COMPANY
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REDWOOD CITY, CA 94065

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445 North Whisman Road, Suite 200
Mountain View, CA 650.965.0700

CONSULTANT
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2464 DE LA CRUZ BLVD.
SANTA CLARA, CA
95050

KEYMAP

REVISION

PROJECT NO. 26.585 DATE 10/10/14
DRAWN BY
CHECKED BY

EXAMPLE OF
WALL SIGNAGE

A5.0

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