

April 1, 2024

Sean Mullin, Senior Planner
Community Development Department
Town of Los Gatos
110 East Main Street
Los Gatos, CA 95030

Re: Project Description & Letter of Justification
230 La Terra Court Sign Application

Dear Mr. Mullin,

Greenridge Terrace Development LLC is requesting approval of a new sign at the entrance to the La Terra subdivision on La Terra Court, a new street that will extend off Santella Drive, which originates in the adjacent Highlands of Los Gatos subdivision. A building permit application is currently under review for subdivision entry gates and retaining walls. A non-illuminated individually lettered sign is proposed on the wall to the left of the second set of entry gates as shown on the title sheet and on sheet L-1.0 of the development plans. Sign details are shown on sheet L1.1.

The property zoning is HR-2-½:PD which is a hillside residential zone. The Sign Ordinance specifies that a neighborhood identification sign is allowed in a residential zone for a neighborhood with an area of three acres or more (the subdivision area is 36 acres). The total sign area is just under 23 square feet which is compliant with the 24 square foot maximum allowed.

The proposed sign will be consistent with applicable sign standards listed in Section 29.10.125 of the Sign Ordinance as follows:

- *Copy* – the sign will include only the neighborhood/subdivision name along with a logo.
- *Compatibility with surroundings* – the sign will be compatible with its surroundings.
- *Backs and supports* – the individual letters will be attached to the wall and will be subdued.
- *Illumination* – no illumination is proposed so there will not be an impact to surrounding residences.

The sign is also consistent with Sign Ordinance Section 29.10.105(b)(5) as follows:

- The new sign will not conflict with local public values and will not relate to any economic functions as it is for a new residential neighborhood, not a commercial use.

- The size of a sign is relatively small and will not overpower its surroundings, nor will it become a determinant factor in consumer evaluation of competitive enterprises as it is not for a commercial use or business.
- The shape of the sign will not conflict with the architectural lines of its setting as it will consist of a logo and individual letters mounted on a stone background on a wall adjacent to entry gates to the La Terra neighborhood. The sign will not be near any the home sites where it would be directly compared to the architectural styles of new residences.
- The sign will not overpower its surroundings through hue, saturation, and brilliance or close combination of incompatible colors as it will not be illuminated and will consist of neutral colors.
- The sign will be maintained and kept in good repair.

A color and materials board has been submitted in addition to detailed plans. If you have any questions, I can be reached by email: [REDACTED] or phone: [REDACTED].

Thank you,

David Fox