



MCCARTHY
R A N C H

December 9, 2020

VIA E-MAIL

Town of Los Gatos
Attn: To Whom It May Concern
110 E. Main St.
Los Gatos, CA 95030

Re: 221 Los Gatos – Saratoga Road – Sign Permit Application SN-20-035
Requesting approval for an exception to the Town's Commercial Design Guidelines to allow four panels on a ground sign on property zoned C-2. APN 510-14-009. OWNER: Hwy 9 Partners LLC.
APPLICANT: Michele Richmond. PROJECT PLANNER: Ryan Safety

To Whom It May Concern:

Hwy 9 Partners, LLC ("Hwy 9 Partners") respectfully requests an exception to the Town of Los Gatos' Commercial Design Guidelines ("CDG") to allow for the placement of a fourth panel on a ground sign on property zoned C-2.

Such an exception will allow all four prospective project tenants to advertise their companies along Highway 9, ensuring that passerby may identify the businesses onsite and prepare to turn, if necessary, before coming parallel to the project frontage which is the earliest signage would otherwise be visible. This will reduce unnecessary turnarounds and multi-lane merges to access the project. It will also ensure that all four tenants get adequate visibility for their businesses, especially through this challenging business environment.

The Lark Business Center, Lester Square, Almond Grove Professional Center (301-321 Los-Gatos Saratoga Rd) and 100 Los Gatos-Saratoga Rd projects serve as examples where ground signs with more than three panels were allowed. In these instances, the spirit of the CDGs was kept while allowing all tenants adequate visibility. The same would be the case for this project should an exception be granted. This is best appreciated via the enclosed exhibits showing the existing approved ground sign with three panels, and the proposed four panel version.

Hwy 9 Partners feels the addition of a fourth panel provides a net benefit to all stakeholders by: **(1)** reducing unnecessary traffic maneuvers due to inability to see what businesses are located at the project until too late, **(2)** providing all four prospective project tenants adequate, and **(3)** maintaining the spirit of the CDGs. For these reasons we hope you agree and will vote YES to approve this exception.

Very truly yours,

Joe Goggiano
Sr. Development Manager
McCarthy Ranch

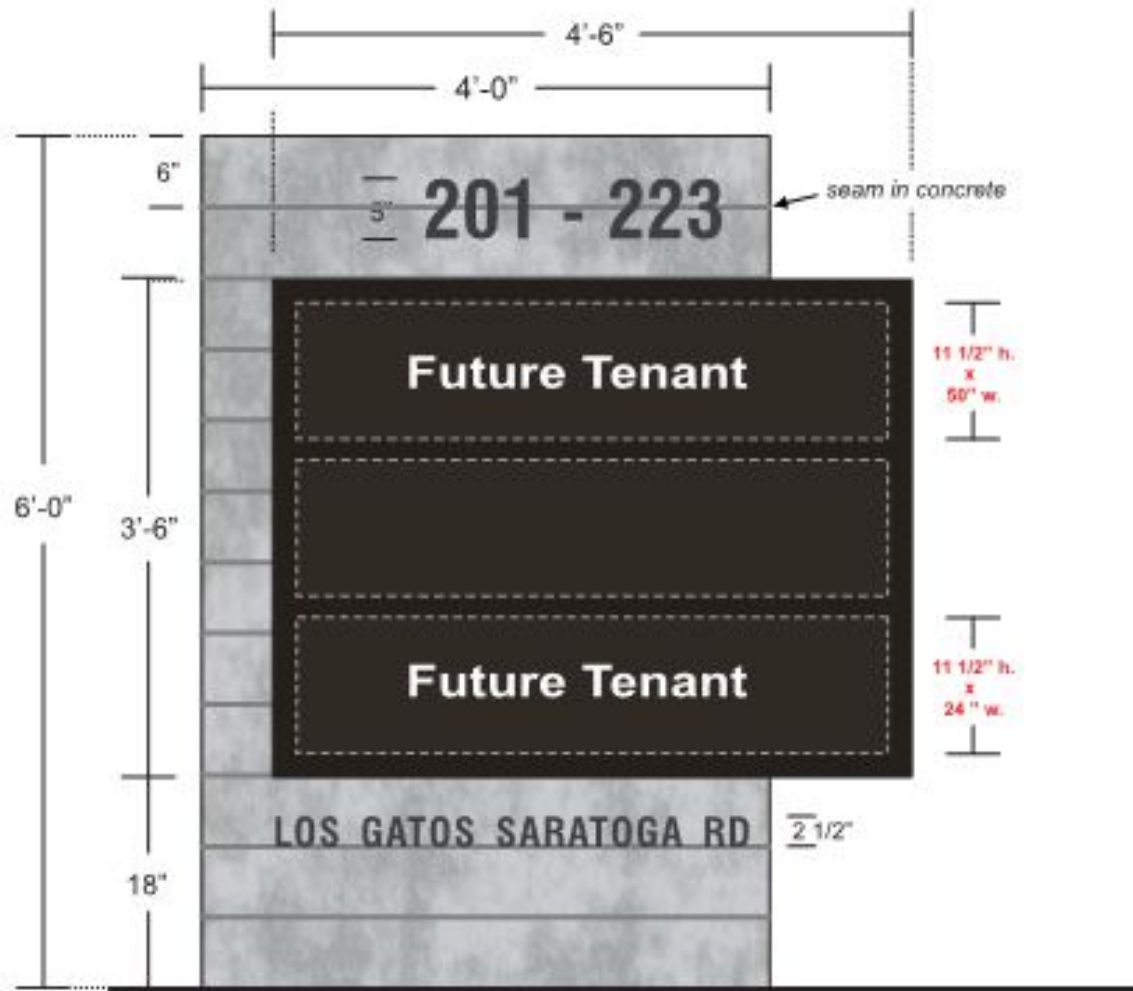
Enclosures: 2



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EXHIBIT A

Approved, In-Place 3-Panel Ground Sign



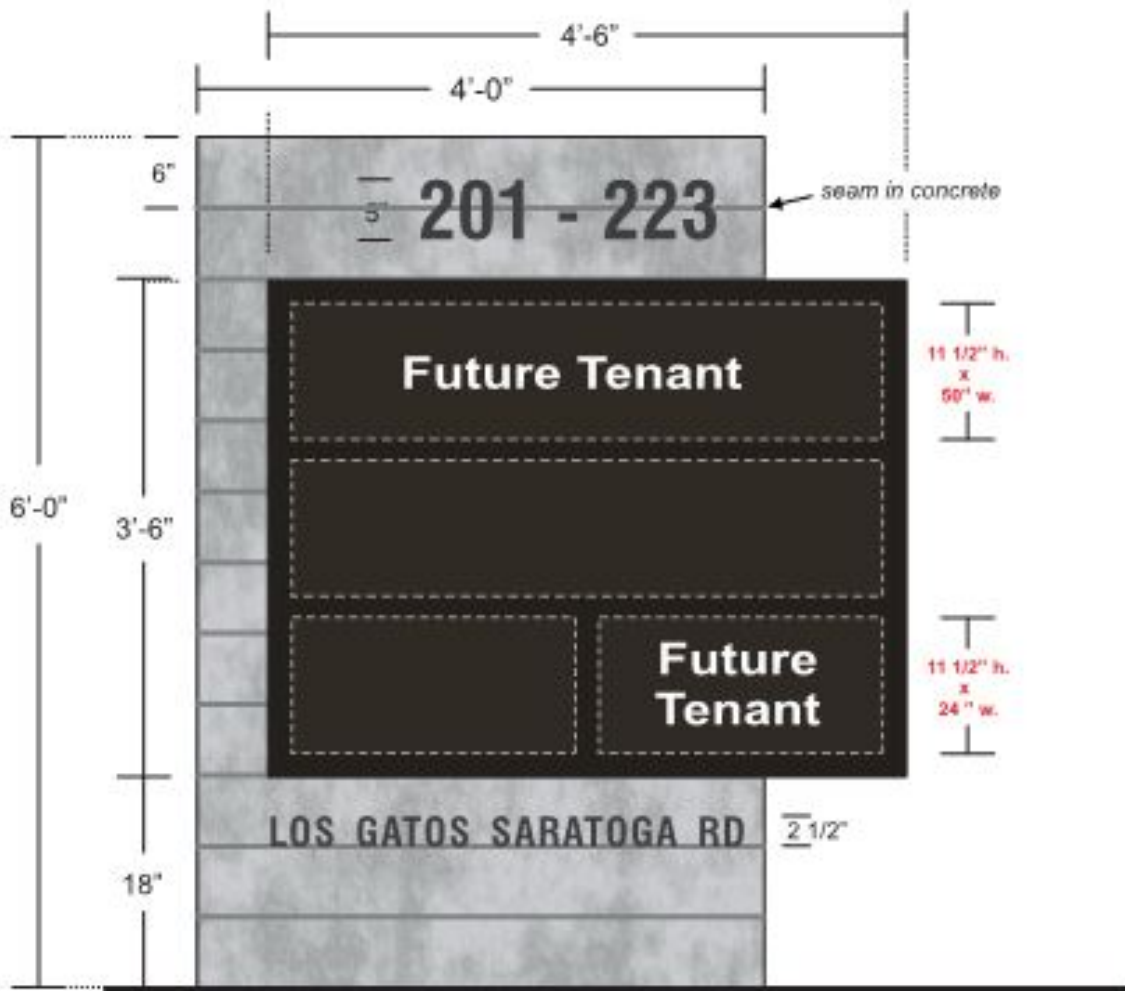
Sign A:
D/F Non-Illum. Multi-Tenant Mnmnt Sign (w/ ground lights)
Scale 1/2"=1'-0"



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EXHIBIT B

Proposed 4-Panel Ground Sign



Sign A:
D/F Non-Illum. Multi-Tenant Mnmnt Sign (w/ ground lights)
Scale 1/2"=1'-0"



301-321

Almond Grove

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