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**RE: [EXTERNAL] Re: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height**

1 message

Baruah, Indrani <indrani.baruah@sephora.com>  
To: andrew lloyd <andrew@theaudl.com>  
Cc: "lcrass@jonessign.com" <lcrass@jonessign.com>

Fri, Jun 5, 2020 at 11:36 AM

Thanks much for your response Andrew !

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.684.1539 | [indrani.baruah@Sephora.com](mailto:indrani.baruah@Sephora.com) | 525 Market St. 11<sup>th</sup> Fl, San Francisco, CA 94105

*"That which isn't good for the hive, isn't good for the bee" Marcus Aurelius*

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**From:** andrew lloyd [mailto:[andrew@theaudl.com](mailto:andrew@theaudl.com)]  
**Sent:** Thursday, June 4, 2020 4:46 PM  
**To:** Baruah, Indrani <[indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com)>  
**Subject:** [EXTERNAL] Re: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height

Hi Indrani.

We are American Ultimate Disc League from Suite 144 and we are happy to agree to your new proposed signage.

Look forward to your opening.

Cheers,

Andrew

Andrew Lloyd  
VP Finance and Operations, CFO  
American Ultimate Disc LEague, LLC  
4087990099

On Thu, Jun 4, 2020 at 1:13 PM Baruah, Indrani <[indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com)> wrote:

Dear Tenant of the Old Town Center,

This is regarding a variance requested by Sephora from the Town Code Section 29.10.135 (c)(2) to exceed the maximum allowable sign area. The Sephora team earnestly requests your written consent to the additional letter height and sign area as outlined in the attached 'Letter of Justification for Exception to Commercial Design Guidelines for 50 University Ave. #B260'. Also attached are renderings of the Sephora Los Gatos façade showing the 12" high sign and the new proposed 30" high sign (variance) respectively for your reference.

The City is requesting that we get feedback and consent from the other tenants in the Old Town Center in order for them to approve our application. Please send us your response back to me via email at your earliest convenience.

Thanks in advance for your time and consideration,

Sincerely,

Indrani Baruah

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.684.1539 | [indrani.baruah@Sephora.com](mailto:indrani.baruah@Sephora.com) | [525 Market St.](#), 11<sup>th</sup> Fl. San Francisco, CA 94105

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**Sephora at Old Town Center, 50 University Avenue, Los Gatos CA - proposed signage variance...**

1 message

Hector Pacheco <HPacheco@urbn.com>

Tue, Jun 23, 2020 at 9:16 AM

To: "natalia.shorten@sephora.com" <natalia.shorten@sephora.com>, "indrani.baruah@sephora.com" <indrani.baruah@sephora.com>

Cc: Adam Moyer <AMoyer@urbn.com>, Courtney Silicato <CSilicato@anthropologie.com>, "lcrass@jonessign.com" <lcrass@jonessign.com>

Hello Natalia/Indrani,

In response to your variance request memo, dated 4-June 2020, Anthropologie (also a Tenant at Old Town Center, Los Gatos CA) does not object to your application for the increased letter dimensions, as proposed for the sign to be located on your premises.

**Please also note that our response does not constitute any sort of signage approval as required by I) the governing jurisdiction, or II) your lease obligations/agreement with Old Town Center.**

Regards,

Hector Pacheco

Director

Global Predevelopment

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URBN Urban Outfitters Inc.

5000 South Broad Street

Philadelphia, PA 19112-1495

us tel: +1 215 454 7161

uk tel: +44(0)20 3119 2976

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**3 attachments**

 **Sephora Los Gatos\_Letter to Tenants of Old Town Center.pdf**  
288K

 **Sephora\_Los Gatos, CA\_Los Gatos Palms\_12\_Inch\_sign.pdf**  
462K

 **Sephora\_Los Gatos, CA\_Los Gatos Palms\_30\_Inch\_sign\_variance.pdf**  
420K

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**Re: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height**

1 message

**00191 - Chico's Old Town Center** <store.00191@chicos.com>  
To: Lindsey Crass <lcrass@jonessign.com>

Wed, Jun 17, 2020 at 7:26 PM

We support your sign.  
Lisa

Chico's Los Gatos #191  
50 University Ave. Suite A285  
Los Gatos, CA 95030  
(408)395-9002  
[Store.00191@chicos.com](mailto:Store.00191@chicos.com)  
[www.chicos.com](http://www.chicos.com)

On Jun 17, 2020, at 10:22 AM, Lindsey Crass <lcrass@jonessign.com> wrote:

**EXTERNAL EMAIL** - This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Lisa,

Thank you for taking my call.  
I have reattached the docs for you.  
Thank you for forwarding to your corporate office personnel.

Have a great day.

Stay Safe & Healthy.  
Thank you,

**Lindsey Crass** | Project Manager  
**Jones Sign**  
Your Vision. Accomplished.  
Direct: 920-425-9907  
Cell: 920-470-0347  
De Pere, WI Office  
[www.jonessign.com](http://www.jonessign.com)

On Wed, Jun 10, 2020 at 3:04 PM Lindsey Crass <lcrass@jonessign.com> wrote:

Good afternoon,

Just a kind follow up requesting any feedback or consent that can be provided. Your opinion and feedback matter. Have a wonderful day.

Stay Safe & Healthy.  
Thank you,

**Lindsey Crass** | Project Manager  
**Jones Sign**  
Your Vision. Accomplished.  
Direct: 920-425-9907  
Cell: 920-470-0347  
De Pere, WI Office  
[www.jonessign.com](http://www.jonessign.com)

On Thu, Jun 4, 2020 at 3:06 PM Baruah, Indrani <[indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com)> wrote:

Dear Tenant of the Old Town Center,

This is regarding a variance requested by Sephora from the Town Code Section 29.10.135 (c)(2) to exceed the maximum allowable sign area. The Sephora team earnestly requests your written consent to the additional letter height and sign area as outlined in the attached 'Letter of Justification for Exception to Commercial Design Guidelines for [50 University Ave. #B260](#)'. Also attached are renderings of the Sephora Los Gatos façade showing the 12" high sign and the new proposed 30" high sign (variance) respectively for your reference.

The City is requesting that we get feedback and consent from the other tenants in the Old Town Center in order for them to approve our application. Please send us your response back to me via email at your earliest convenience.

Thanks in advance for your time and consideration,

Sincerely,

Indrani Baruah

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.684.1539 | [indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com) | [525 Market St.](#) 11<sup>th</sup> Fl. San Francisco, CA 94105

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<Sephora Los Gatos\_Letter to Tenants of Old Town Center.pdf>  
<Sephora\_Los Gatos, CA\_Los Gatos Palms\_12\_Inch\_sign.pdf>  
<Sephora\_Los Gatos, CA\_Los Gatos Palms\_30\_Inch\_sign\_variance.pdf>

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**RE: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height**

1 message

Jason@clidropwm.com <jason@clidropwm.com>  
To: indrani.baruah@sephora.com  
Cc: lcrass@jonessign.com

Fri, Jun 5, 2020 at 9:14 AM

Looks good to me.

Clidro PWM suite 103B

**JASON DROTAR**

*PIM Portfolio Manager, Managing Director*

CLIDRO Private Wealth Management  
50 University Ave., Suite 103 | Los Gatos, CA 95030  
Direct 408.340.9641 | Main 408.340.9640 | Fax 408.402.3273

jason@clidropwm.com  
www.clidropwm.com

**From:** Baruah, Indrani <indrani.baruah@sephora.com>  
**Sent:** Thursday, June 4, 2020 1:06 PM  
**Cc:** Lindsey Crass <lcrass@jonessign.com>  
**Subject:** Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height  
**Importance:** High

Dear Tenant of the Old Town Center,

This is regarding a variance requested by Sephora from the Town Code Section 29.10.135 (c)(2) to exceed the maximum allowable sign area. The Sephora team earnestly requests your written consent to the additional letter height and sign area as outlined in the attached 'Letter of Justification for Exception to Commercial Design Guidelines for 50 University Ave. #B260'. Also attached are renderings of the Sephora Los Gatos façade showing the 12" high sign and the new proposed 30" high sign (variance) respectively for your reference.

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Thanks in advance for your time and consideration,

Sincerely,

Indrani Baruah

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.684.1539 | [indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com) | 525 Market St. 11<sup>th</sup> Fl. San Francisco, CA 94105

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**RE: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height**

1 message

dmoshy@comcast.net <dmoshy@comcast.net>

Wed, Jun 10, 2020 at 3:21 PM

To: Lindsey Crass <lcrass@jonessign.com>, "Baruah, Indrani" <indrani.baruah@sephora.com>, Sephora <sephora@jonessign.com>

I agree to the signage.

Doug Moshy

408-399-1900

From: Lindsey Crass <lcrass@jonessign.com>

Sent: Wednesday, June 10, 2020 1:04 PM

To: Baruah, Indrani <indrani.baruah@sephora.com>; Sephora <sephora@jonessign.com>

Subject: Re: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height

Good afternoon,

Just a kind follow up requesting any feedback or consent that can be provided. Your opinion and feedback matter. Have a wonderful day.

Stay Safe & Healthy.

Thank you,

Lindsey Crass | Project Manager

**Jones Sign**

Your Vision. Accomplished.

Direct: 920-425-9907

Cell: 920-470-0347

De Pere, WI Office

[www.jonessign.com](http://www.jonessign.com)

On Thu, Jun 4, 2020 at 3:06 PM Baruah, Indrani <indrani.baruah@sephora.com> wrote:

Dear Tenant of the Old Town Center,

This is regarding a variance requested by Sephora from the Town Code Section 29.10.135 (c)(2) to exceed the maximum allowable sign area. The Sephora team earnestly requests your written consent to the additional letter height and sign area as outlined in the attached 'Letter of Justification for Exception to Commercial Design Guidelines for 50 University Ave. #B260'. Also attached are renderings of the Sephora Los Gatos façade showing the 12" high sign and the new proposed 30" high sign (variance) respectively for your reference.

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Thanks in advance for your time and consideration,

Sincerely,



Indrani Baruah

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.684.1539 | [indrani.baruah@Sephora.com](mailto:indrani.baruah@Sephora.com) | [525 Market St.](#) 11<sup>th</sup> Fl. San Francisco, CA 94105

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**Re: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height**

1 message

Manny Bulotano <manny.bulotano@connectandsell.com>

Fri, Jun 5, 2020 at 1:25 PM

To: "Baruah, Indrani" <indrani.baruah@sephora.com>

Cc: Lindsey Crass <lcrass@jonessign.com>, Kerry Bruce <kbruce@federalrealty.com>, Manny Bulotano <manny.bulotano@connectandsell.com>

Disapproving for a bigger sign.

Manny Bulotano I CFO  
ConnectAndSell, Inc.  
Tel: (650) 425-9794  
[www.connectandsell.com](http://www.connectandsell.com)

On Fri, Jun 5, 2020 at 11:21 AM Baruah, Indrani <indrani.baruah@sephora.com> wrote:

Dear Tenant of the Old Town Center,

This is regarding a variance requested by Sephora from the Town Code Section 29.10.135 (c)(2) to exceed the maximum allowable sign area. The Sephora team earnestly requests your written consent to the additional letter height and sign area as outlined in the attached 'Letter of Justification for Exception to Commercial Design Guidelines for 50 University Ave. #B260'. Also attached are renderings of the Sephora Los Gatos façade showing the 12" high sign and the new proposed 30" high sign (variance) respectively for your reference.

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Thanks in advance for your time and consideration,

Sincerely,

Indrani Baruah

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.684.1539 | [indrani.baruah@Sephora.com](mailto:indrani.baruah@Sephora.com) | 525 Market St. 11<sup>th</sup> Fl. San Francisco, CA 94105

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**Re: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height**

1 message

Jay Kruse <jay@eero.com>

Fri, Jun 12, 2020 at 4:25 PM

To: Lindsey Crass <lcrass@jonessign.com>

Cc: "Baruah, Indrani" <indrani.baruah@sephora.com>, Sephora <sephora@jonessign.com>

After a quick discussion with Indrani, eero would be ok with a compromise in size between the two options.  
Have a great weekend.

On Jun 11, 2020, at 2:35 PM, Jay Kruse <jay@eero.com> wrote:

eero would prefer the smaller signage. Keeping with the spirit of the building as a historic spot.

On Jun 10, 2020, at 1:04 PM, Lindsey Crass <lcrass@jonessign.com> wrote:

Good afternoon,

Just a kind follow up requesting any feedback or consent that can be provided. Your opinion and feedback matter. Have a wonderful day.

Stay Safe & Healthy.

Thank you,

Lindsey Crass | Project Manager

**Jones Sign**

Your Vision. Accomplished.

Direct: 920-425-9907

Cell: 920-470-0347

De Pere, WI Office

[www.jonessign.com](http://www.jonessign.com)

On Thu, Jun 4, 2020 at 3:06 PM Baruah, Indrani <indrani.baruah@sephora.com> wrote:

Dear Tenant of the Old Town Center,

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Thanks in advance for your time and consideration,

Sincerely,

Indrani Baruah

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.684.1539 | [indrani.baruah@Sephora.com](mailto:indrani.baruah@Sephora.com) | 525 Market St. 11<sup>th</sup> Fl. San Francisco, CA 94105

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<Sephora Los Gatos\_Letter to Tenants of Old Town Center.pdf><Sephora\_Los Gatos, CA\_Los Gatos  
Palms\_12\_Inch\_sign.pdf><Sephora\_Los Gatos, CA\_Los Gatos Palms\_30\_Inch\_sign\_variance.pdf>

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**RE: HP\* Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height**

1 message

**Amy Baur** <ABaur@fusionacademy.com>  
To: Lindsey Crass <lcrass@jonessign.com>

Mon, Jun 22, 2020 at 2:13 PM

Hello Lindsay,

I am okay with the larger sign.

Best,

**Amy Baur**

Head of School

Fusion Los Gatos

408-354-0743

**From:** Lindsey Crass <lcrass@jonessign.com>  
**Sent:** Monday, June 22, 2020 12:04 PM  
**To:** Baruah, Indrani <indrani.baruah@sephora.com>; Sephora <sephora@jonessign.com>  
**Subject:** HP\* Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height

Good afternoon,

We hope all of our new neighbors are doing well in the Los Gatos Old Town Center.

We are asking once more for review of the email below and attachments.

Any and all feedback and thoughts are welcome and we truly appreciate the help.

Please reply if possible by tomorrow. Thank you all and be well.

PTO ALERT 6/29- 7/3

Stay Safe & Healthy.

Thank you,

**Lindsey Crass** | Project Manager

**Jones Sign**

Your Vision. Accomplished.

Direct: 920-425-9907

Cell: 920-470-0347

De Pere, WI Office

[www.jonessign.com](http://www.jonessign.com)

----- Forwarded message -----

From: Baruah, Indrani <[indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com)>

Date: Thu, Jun 4, 2020 at 3:06 PM

Subject: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height

To:

Cc: Lindsey Crass <[lcrass@jonessign.com](mailto:lcrass@jonessign.com)>

Dear Tenant of the Old Town Center,

This is regarding a variance requested by Sephora from the Town Code Section 29.10.135 (c)(2) to exceed the maximum allowable sign area. The Sephora team earnestly requests your written consent to the additional letter height and sign area as outlined in the attached 'Letter of Justification for Exception to Commercial Design Guidelines for 50 University Ave. #B260'. Also attached are renderings of the Sephora Los Gatos façade showing the 12" high sign and the new proposed 30" high sign (variance) respectively for your reference.

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Thanks in advance for your time and consideration,

Sincerely,

Indrani Baruah

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.684.1539 | [indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com) | 525 Market St. 11<sup>th</sup> Fl. San Francisco, CA 94105

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**RE: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height**

1 message

Olympia Bliss <olympia@shorevest.com>  
To: "Baruah, Indrani" <indrani.baruah@sephora.com>  
Cc: Lindsey Crass <lcrass@jonessign.com>

Mon, Jun 15, 2020 at 2:44 PM

We don't have an opinion

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

From: "Baruah, Indrani" <indrani.baruah@sephora.com>  
Date: 6/15/20 12:42 PM (GMT-08:00)  
To: Olympia Bliss <olympia@shorevest.com>  
Cc: Lindsey Crass <lcrass@jonessign.com>  
Subject: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height

Dear Tenant of the Old Town Center,

This is regarding a variance requested by Sephora from the Town Code Section 29.10.135 (c)(2) to exceed the maximum allowable sign area. The Sephora team earnestly requests your written consent to the additional letter height and sign area as outlined in the attached 'Letter of Justification for Exception to Commercial Design Guidelines for 50 University Ave. #B260'. Also attached are renderings of the Sephora Los Gatos façade showing the 12" high sign and the new proposed 30" high sign (variance) respectively for your reference.

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Thanks in advance for your time and consideration,

Sincerely,

Indrani Baruah

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.684.1539 | [indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com) | 525 Market St. 11<sup>th</sup> Fl. San Francisco, CA 94105

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To the Members of the  
Los Gatos Town Council  
Los Gatos Planning Commission

June 16, 2020

As an established business located in Old Town Shopping Center, We agree to and are consenting to the request being made by Sephora to exceed the maximum allowable signage area currently allowed.

By increasing the signage, shoppers will be to locate and see their location easier, whether they are walking through the center or driving by on the street, promoting business in the center and in the downtown area, as well.

Sincerely  
Linda, Mark & Paul Matulich  
Owners  
Steamer's The Grillhouse  
Old Town Shopping Center  
Los Gatos CA



---

**RE: [EXTERNAL] Re: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height**

1 message

Baruah, Indrani <indrani.baruah@sephora.com>  
To: "steamersoffice@aol.com" <steamersoffice@aol.com>  
Cc: Lindsey Crass <lcrass@jonessign.com>

Tue, Jun 16, 2020 at 4:06 PM

Hi Linda,

Thanks a lot for taking the time yesterday to speak with me !

Thanks for sending the letter – really appreciate it !

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.684.1539 | [indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com) | 525 Market St. 11<sup>th</sup> Fl. San Francisco, CA 94105

*"That which isn't good for the hive, isn't good for the bee" Marcus Aurelius*

---

**From:** [steamersoffice@aol.com](mailto:steamersoffice@aol.com) [mailto:[steamersoffice@aol.com](mailto:steamersoffice@aol.com)]  
**Sent:** Tuesday, June 16, 2020 1:57 PM  
**To:** Baruah, Indrani <[indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com)>  
**Subject:** [EXTERNAL] Re: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height

Hello Indrani,

Here is our letter of consent for your signage variance.

If there is anything else you may need to submit the application to the Town, please let us know .

We look forward to your opening !

Linda Matulich  
Steamer's The Grillhouse  
408.354.4522 Office  
408.354.4203 Fax

-----Original Message-----

From: Baruah, Indrani <[indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com)>  
To: [steamersoffice@aol.com](mailto:steamersoffice@aol.com) <[steamersoffice@aol.com](mailto:steamersoffice@aol.com)>

Cc: Lindsey Crass <[lcrass@jonessign.com](mailto:lcrass@jonessign.com)>  
Sent: Mon, Jun 15, 2020 12:27 pm  
Subject: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height

Dear Tenant of the Old Town Center,

This is regarding a variance requested by Sephora from the Town Code Section 29.10.135 (c)(2) to exceed the maximum allowable sign area. The Sephora team earnestly requests your written consent to the additional letter height and sign area as outlined in the attached 'Letter of Justification for Exception to Commercial Design Guidelines for [50 University Ave. #B260](#)'. Also attached are renderings of the Sephora Los Gatos façade showing the 12" high sign and the new proposed 30" high sign (variance) respectively for your reference.

The City is requesting that we get feedback and consent from the other tenants in the Old Town Center in order for them to approve our application. Please send us your response back to me via email at your earliest convenience.

Thanks in advance for your time and consideration,

Sincerely,

Indrani Baruah

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.684.1539 | [indrani.baruah@Sephora.com](mailto:indrani.baruah@Sephora.com) | 525 Market St. 11<sup>th</sup> Fl. San Francisco, CA 94105

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 **Sephora Exception to signage Consent.docx**  
29K

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**RE: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height**

1 message

**Baruah, Indrani** <indrani.baruah@sephora.com>  
To: Maria Manning Chapman <maria.chapman@tsia.com>  
Cc: "lcrass@jonessign.com" <lcrass@jonessign.com>

Fri, Jun 5, 2020 at 11:35 AM

Thanks much for your response Maria !

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.684.1539 | [indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com) | [525 Market St.](#) 11<sup>th</sup> Fl. San Francisco, CA 94105

*"That which isn't good for the hive, isn't good for the bee" Marcus Aurelius*

---

**From:** Maria Manning Chapman [mailto:[maria.chapman@tsia.com](mailto:maria.chapman@tsia.com)]  
**Sent:** Thursday, June 4, 2020 5:46 PM  
**To:** Baruah, Indrani <[indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com)>  
**Subject:** [EXTERNAL] RE: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height

Yes – that would be fine.

Maria Manning-Chapman

VP Research, Education Services

408-822-9584 (office)

408-813-7979 (cell)

408-354-7609 (fax)

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**From:** Baruah, Indrani <[indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com)>  
**Sent:** Thursday, June 4, 2020 5:21 PM  
**To:** Maria Manning Chapman <[maria.chapman@tsia.com](mailto:maria.chapman@tsia.com)>  
**Subject:** RE: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height

[\*EXTERNAL EMAIL\*]

Hi Maria – Would you be ok with the sign proposed at 30" as well incase we're not able to use a 24" high sign?

Thanks !

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.684.1539 | [indrani.baruah@Sephora.com](mailto:indrani.baruah@Sephora.com) | 525 Market St. 11<sup>th</sup> Fl. San Francisco, CA 94105

*"That which isn't good for the hive, isn't good for the bee" Marcus Aurelius*

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**From:** Baruah, Indrani  
**Sent:** Thursday, June 4, 2020 2:41 PM  
**To:** Maria Manning Chapman <[maria.chapman@tsia.com](mailto:maria.chapman@tsia.com)>  
**Subject:** RE: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height

Thanks for your feedback Maria !

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.684.1539 | [indrani.baruah@Sephora.com](mailto:indrani.baruah@Sephora.com) | 525 Market St. 11<sup>th</sup> Fl. San Francisco, CA 94105

*"That which isn't good for the hive, isn't good for the bee" Marcus Aurelius*

---

**From:** Maria Manning Chapman [<mailto:maria.chapman@tsia.com>]  
**Sent:** Thursday, June 4, 2020 2:02 PM  
**To:** Baruah, Indrani <[indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com)>  
**Subject:** [EXTERNAL] RE: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height

Something in between the two sizes might be better. The original lettering is too small for the façade of the building. The adjusted size though looks too big. I don't know anything about what someone thinks about when determining what size lettering should be for a building, so I'm not speaking from anything other than how it looks visually to me. Maybe 24" versus 30".

M.

Maria Manning-Chapman

VP Research, Education Services

408-822-9584 (office)

408-813-7979 (cell)

408-354-7609 (fax)

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**From:** Baruah, Indrani <[indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com)>  
**Sent:** Thursday, June 4, 2020 1:06 PM  
**Cc:** Lindsey Crass <[lcrass@jonessign.com](mailto:lcrass@jonessign.com)>  
**Subject:** Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height  
**Importance:** High

[\*EXTERNAL EMAIL\*]

Dear Tenant of the Old Town Center,

This is regarding a variance requested by Sephora from the Town Code Section 29.10.135 (c)(2) to exceed the maximum allowable sign area. The Sephora team earnestly requests your written consent to the additional letter height and sign area as outlined in the attached 'Letter of Justification for Exception to Commercial Design Guidelines for 50 University Ave. #B260'. Also attached are renderings of the Sephora Los Gatos façade showing the 12" high sign and the new proposed 30" high sign (variance) respectively for your reference.

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Thanks in advance for your time and consideration,

Sincerely,

Indrani Baruah

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.664.1539 | [indrani.baruah@Sephora.com](mailto:indrani.baruah@Sephora.com) | 525 Market St. 11<sup>th</sup> Fl. San Francisco, CA 94105

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---

**RE: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height**

1 message

Baruah, Indrani <indrani.baruah@sephora.com>  
To: Maria Manning Chapman <maria.chapman@tsia.com>

Thu, Jun 4, 2020 at 4:41 PM

Thanks for your feedback Maria !

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.684.1539 | [indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com) | 525 Market St. 11<sup>th</sup> Fl. San Francisco, CA 94105

*"That which isn't good for the hive, isn't good for the bee" Marcus Aurelius*

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**From:** Maria Manning Chapman [mailto:[maria.chapman@tsia.com](mailto:maria.chapman@tsia.com)]  
**Sent:** Thursday, June 4, 2020 2:02 PM  
**To:** Baruah, Indrani <[indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com)>  
**Subject:** [EXTERNAL] RE: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height

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M.

Maria Manning-Chapman

VP Research, Education Services

408-822-9584 (office)

408-813-7979 (cell)

408-354-7609 (fax)

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**From:** Baruah, Indrani <[indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com)>  
**Sent:** Thursday, June 4, 2020 1:06 PM  
**Cc:** Lindsey Crass <[lcrass@jonessign.com](mailto:lcrass@jonessign.com)>

**Subject:** Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height  
**Importance:** High

[\*EXTERNAL EMAIL\*]

Dear Tenant of the Old Town Center,

This is regarding a variance requested by Sephora from the Town Code Section 29.10.135 (c)(2) to exceed the maximum allowable sign area. The Sephora team earnestly requests your written consent to the additional letter height and sign area as outlined in the attached 'Letter of Justification for Exception to Commercial Design Guidelines for 50 University Ave. #B260'. Also attached are renderings of the Sephora Los Gatos façade showing the 12" high sign and the new proposed 30" high sign (variance) respectively for your reference.

The City is requesting that we get feedback and consent from the other tenants in the Old Town Center in order for them to approve our application. Please send us your response back to me via email at your earliest convenience.

Thanks in advance for your time and consideration,

Sincerely,

Indrani Baruah

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.684.1539 | [indrani.baruah@Sephora.com](mailto:indrani.baruah@Sephora.com) | 525 Market St. 11<sup>th</sup> Fl. San Francisco, CA 94105

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**Re: Sephora Old Town Center\_Los Gatos: Request for Variance to Sign height**

1 message

**Wine Cellar Restaurant** <lisa@winecellarlosgatos.com>

Wed, Jun 17, 2020 at 9:51 PM

To: "Baruah, Indrani" <indrani.baruah@sephora.com>, Sephora <sephora@jonessign.com>, Lindsey Crass <lcrass@jonessign.com>

Cc: Julie Hauck <julie@winecellarlosgatos.com>, Steve Hauck - Wine Cellar <steve@winecellarlosgatos.com>, Larry Hauck <larry@winecellarlosgatos.com>

Hello!

We are very excited to have Sephora here in Old Town and anxious for the completion of construction and the grand opening! As you can imagine, we have been preoccupied with everything going on here lately and I apologize for the delay.

I have discussed the proposed sign with my partners, Larry, Steve and Julie this afternoon. While we understand your concerns and we also think 12" is way too small, we do think the 30" is very large and doesn't fit with the other signs within the shopping center. Also, it's important to note that the Old Town arch is actually more in front of our building so it doesn't block visibility to the Sephora building/entrance as you mention in your letter - see attached.

Our sign has a 17" letter "W" and about a 24" letter "C", while all other letters are significantly smaller. This was the largest we were allowed - see attached. We would fully support a 24" letter height which would be more in line with the old California Cafe sign that was located in the same spot - see attached.

Please let me know if we can answer any further questions and we hope this is helpful to you!

Again, looking forward to welcoming you to the center.

Thank you and Warm Regards,

**Lisa Hauck-Alvarez**

*Owner*

**Wine Cellar Restaurant**

50 University Avenue, Suite 180

Los Gatos, CA 95030

T: (408)354-4808 F: (408)399-1914

[www.winecellarlosgatos.com](http://www.winecellarlosgatos.com)

[www.facebook.com/winecellarlosgatos](https://www.facebook.com/winecellarlosgatos)

On Wednesday, June 17, 2020, 10:42:52 AM PDT, Lindsey Crass <lcrass@jonessign.com> wrote:

Hello Lisa/Larry/Steve,

I tried to leave a voicemail this morning.

We are hoping to wrap up the cities requirements this week, and we would really love to hear from you and get your opinion and consent to our proposed signage.

Thank you in advance. Documents reattached. A simple email response would be just fine!

Have a nice day.

**Stay Safe & Healthy.**

Thank you,

**Lindsey Crass** | Project Manager

**Jones Sign**

Your Vision. Accomplished.

Direct: 920-425-9907

Cell: 920-470-0347

De Pere, WI Office

[www.jonessign.com](http://www.jonessign.com)

On Wed, Jun 10, 2020 at 3:04 PM Lindsey Crass <lcrass@jonessign.com> wrote:

Good afternoon,



Just a kind follow up requesting any feedback or consent that can be provided. Your opinion and feedback matter. Have a wonderful day.

Stay Safe & Healthy.  
Thank you,

Lindsey Crass | Project Manager

**Jones Sign**

Your Vision. Accomplished.

Direct: 920-425-9907

Cell: 920-470-0347

De Pere, WI Office

[www.jonessign.com](http://www.jonessign.com)

On Thu, Jun 4, 2020 at 3:06 PM Baruah, Indrani <[indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com)> wrote:

Dear Tenant of the Old Town Center,

This is regarding a variance requested by Sephora from the Town Code Section 29.10.135 (c)(2) to exceed the maximum allowable sign area. The Sephora team earnestly requests your written consent to the additional letter height and sign area as outlined in the attached 'Letter of Justification for Exception to Commercial Design Guidelines for 50 University Ave. #B260'. Also attached are renderings of the Sephora Los Gatos façade showing the 12" high sign and the new proposed 30" high sign (variance) respectively for your reference.

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Thanks in advance for your time and consideration,

Sincerely,

Indrani Baruah

Regards,

INDRANI BARUAH, LEED® AP | STORE DESIGN MANAGER | STORE PLANNING & DESIGN

**SEPHORA** | office: 415.284.6228 | m. 510.684.1539 | [indrani.baruah@sephora.com](mailto:indrani.baruah@sephora.com) | 525 Market St, 11<sup>th</sup> Fl. San Francisco, CA 94105

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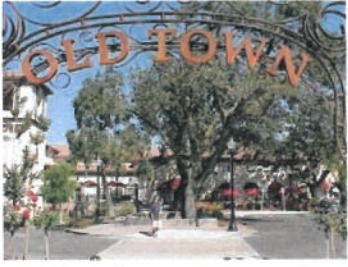
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### 3 attachments



cal cafe sign.jpg  
44K

old town sign.jpg  
73K



**IMG\_4406.jpg**  
155K

## OLD TOWN TENANT INFORMATION

STORE	SUITE #	MAIN CONTACT	EMAIL	ROLE	UPDATED	Comments
<u>ANTHROPOLOGIE</u> <u>AUDL LLC</u>	A280 B144	LISA JOHNSON/ JULIA MACDONALD ANDREW LLOYD	<a href="mailto:stf570@anthropologie.com">stf570@anthropologie.com</a> <a href="mailto:andrew@theaudl.com">andrew@theaudl.com</a>	STORE MANAGER/ DEPARTMENT MANAGER OFFICE MANAGER ASSISTANT	Jun-20 approved Jun-20 approved	
<u>BANNANA REPUBLIC</u>	E25	SERGIO ESTRELLA/ TARA PETERKIN	<a href="mailto:tara_peterkin@store.gap.com">tara_peterkin@store.gap.com</a>	MANAGER/ GENERAL MANAGER	Jun-20	Three contact attempts. No final response.
<u>Bauen Capital CAPITAL</u> <u>CARD SCVVICC</u>	B311 156	IAN BARTH / RIAN BARTH DOUG	<a href="mailto:ianbarth@bauenkap.com">ianbarth@bauenkap.com</a> <a href="mailto:dmoshy@comcast.net">dmoshy@comcast.net</a>	PARTNER OWNER	Jun-20 approved Jun-20 approved	Three contact attempts. No final response.
<u>CHICOS</u>	A285	LISA CHIRURGI/ LISA ROSSELI	<a href="mailto:store.00191@chicos.com">store.00191@chicos.com</a>	STORE MANAGER/ ASST MANAGER	Jun-20 approved	
<u>CLUIRO WEALTH MGMT</u>	103B	JD TESTA/ JASON FROTAR	<a href="mailto:jason@cluiropwm.com/">jason@cluiropwm.com/</a> <a href="mailto:jd@cluiropwm.com">jd@cluiropwm.com</a>	OWNER/ OWNER	Jun-20 approved	
<u>CONNECT AND SEL</u>	B-303,304,310,309	MANNY BULOTANO DUSTIN WALLACE/	<a href="mailto:manny.bulotano@connectamdsell.com">manny.bulotano@connectamdsell.com</a> <a href="mailto:.com">.com</a>	CFO	Jun-20	did not agree
<u>DUSTIN DAVID SALON</u> <u>EERO LLC</u>	230C 354B	STACY ZINN JAY KRUSE	<a href="mailto:stacy@dustindavid.com">stacy@dustindavid.com</a> <a href="mailto:jay@eero.com">jay@eero.com</a>	OWNER/ SALON MANAGER MANAGER	Jun-20 Jun-20	Three contact attempts. No final response. approved
<u>FRANCESCAS</u> <u>FUSION ACADEMEY</u>	E29 A300	LESLIE MOODY/ CASSIDY APRODA AMY BAUER	<a href="mailto:leslie.moody@francescas.com">leslie.moody@francescas.com</a> <a href="mailto:abaur@fusionacademy.com">abaur@fusionacademy.com</a>	B+L HEAD OF SCHOOL	Jun-20 Jun-20	Three contact attempts. No final response. approved
<u>GAP</u> <u>PURRE BARRE</u>	E39 B-101-102	PAULA LIMASA MAILE CHOCK	<a href="mailto:rherma@store.gap.com">rherma@store.gap.com</a> <a href="mailto:mchcock@purrebarre.com">mchcock@purrebarre.com</a>	NONE LISTED OWNER	Jun-20 Jun-20	Three contact attempts. No final response. Three contact attempts. No final response.
<u>STEAMERS GRILLHOUSE</u> <u>SUN STONE</u> <u>SUR LATABLE</u>	E37 B146 E23	MARK MULNICH/ PAUL MATULICH DAVID FORD DJ WOLFE	<a href="mailto:steamerssoffi@aol.com">steamerssoffi@aol.com</a> <a href="mailto:sunstone@malinator.com">sunstone@malinator.com</a> <a href="mailto:sit011@suriatable.com">sit011@suriatable.com</a>	OWNER OWNER ASM	Jun-20 Jun-20 Jun-20	approved Three contact attempts. No final response. Three contact attempts. No final response.
<u>SVP ADRION</u> <u>TALBOTS</u>	106B 250B	OLYMPTA BIBS/ VIVANE MAO MONIKA/ SHEANA	<a href="mailto:olympia@shorevest.com">olympia@shorevest.com</a> <a href="mailto:monika.sipa-skoulia@talbots.com">monika.sipa-skoulia@talbots.com</a>	OPTICS MANAGER MANAGER	Jun-20 Jun-20	no opinion Three contact attempts. No final response.
<u>THREDUP</u> <u>TSIA</u>	B240 B346	SHALEAN MARAK/ CHRISTINE BRADLEY MARIA CHAPMAN/ GLENN GRAMLING	<a href="mailto:los.gatos@thredup.com">los.gatos@thredup.com</a> <a href="mailto:maria.chapman@tsia.com/">maria.chapman@tsia.com/</a> <a href="mailto:glenn.gramling@oci.com">glenn.gramling@oci.com</a>	STORE MANAGER VP RE SEARCH/ VP SALES	Jun-20 Jun-20	no longer a tenant approved
<u>WHITE HOUSE BLACK MARKET</u>	D210	MICHELLE NORTON	<a href="mailto:store.3150@chicos.com">store.3150@chicos.com</a>	DSM	Jun-20	Three contact attempts. No final response.
<u>WINE CELLAR</u>	180A	LARRY/ STEVE	<a href="mailto:lisa@winecellarlosgatos.com">lisa@winecellarlosgatos.com</a>	OWNER/ OWNER	Jun-20	comments

