

August 25, 2026

Town of Los Gatos
Community Development
110 E. Main Street
Los Gatos CA, 95030

RE: 536 N Santa Cruz Ave – ROEM Development Building Signage

Dear Community Development,

ROEM requesting an exception to the Town's 12-inch maximum wall sign letter height to accommodate the "ROEM" portion of our ROEM Development corporate logo and provide effective identification of the property from N. Santa Cruz Avenue.

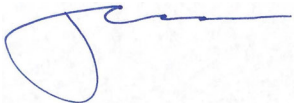
The proportions, scale, and relationship of "ROEM" to the other lettering of the logo are essential to maintaining the logo's identity and legibility. Reducing the "ROEM" lettering to 12 inches would require the entire logo to be reduced proportionally, resulting in a significantly less visible and less recognizable logo when viewed from the public right-of-way.

The requested exception is consistent with the intent of the Town's Commercial Design Guidelines, which specifically recognize that effective signage should be legible and visible by passing motorists and pedestrians. The Guidelines identify viewing distance, speed of travel, letter-to-background contrast, and surrounding signage as factors that affect sign readability which the Town may consider when evaluating appropriate sign dimensions.

We feel the additional height is warranted to preserve the proportions and legibility of an established corporate logo at a scale appropriate for the building and its location along N. Santa Cruz Avenue. The proposed exception would not result in an excessive increase in signage area or create an incompatible visual element. As proposed, the signage would maintain the legibility and visual integrity of the logo.

Granting this exception would allow the signage to better accomplish its intended purpose: clear identification of the building and its occupant from the street, while maintaining an appropriately scaled, cohesive, and architecturally compatible appearance.

Respectfully,



Jim Campbell
Architect/Development Manager

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