



## *Letter of Transmittal*

Date: October 13, 2024

To: County of Santa Clara  
Department of Planning and Development  
County Government Center, East Wing, 7<sup>th</sup> Floor  
70 West Hedding Street  
San Jose, CA 95110

From: Ryan Drury

Re: PLN23-160  
12915 Monterey Road  
San Martin, CA 95046

To whom this may concern,

We received your comments requesting additional information for the sign package submittal for permit number #PLN23-160

We have addressed each of the comments; please see the following comments with our responses in **Blue**

1. Pursuant to Zoning Ordinance Section § 4.40.050.B, no more than one attached sign is permitted for each ground-level occupancy frontage unless the ground-level occupancy exceeds 20,000 square feet. Provided plans show two attached signs on the side of the structure adjacent to Monterey Road. Please provide site plans indicating the dimensions and square footage of the structure and revise the plans accordingly to be consistent with the zoning ordinance.

**RESPONSE:** The superimposed "Proposed Building" photo on sheet 3 of design 230062-02 is old and the banner reading "BOOT SALE" has been removed. See the attachment labeled "Photo 1" for a current view of the storefront. NOTE: The banner is not present.

2. Pursuant to Zoning Ordinance Section § 4.40.050.H, window signs may not exceed 25% of the frame area of a window. The provided plans appear to show signs across the whole area of two windows facing Monterey Road. Please include in revised plans the window frame area and aggregate sign area of all window signs in marked up photos or elevations (to scale).

**RESPONSE:** The proposed window graphics to right of the front entrance (when viewing from the parking lot) are used for security purposes being the cashier area is directly behind these windows (see the attachment labeled "photo 2"). The proposed window graphics to left of the front entrance (when viewing from the parking lot) are used to cover windows that are blocked/obscured by merchandise (see the attachment labeled "photo 3"). The proposed window graphics will not include branding, advertising or display any products sold at the business. The content will be black and white imagery showing a landscape.

3. Pursuant to Zoning Ordinance Section § 4.40.060.F, all freestanding signs must be fully located within a landscaped area extending at least 4 feet from the sign on all sides. Label the distance between the outer edges of the freestanding sign and the outer edges of the landscaped area in which it is located on the site plan.

**RESPONSE:** The existing freestanding sign has existing landscaping that satisfies the 4 feet requirement on three (3) sides. The side closest to the roadway is not landscaped due to an easement so as a result no landscaping is present. See the attachment labeled "photo 4" for more information.

PLN23-160  
12915 Monterey Road, San Martin, CA  
October 13<sup>th</sup>, 2024

4. Pursuant to California Fire Code Section 505.1, show on site plans where address identification is located and provide photo verification in your submission.

**RESPONSE:** See Sign C.1 on sheet 3 and 6 on design 230062-02. Boot Barn is adding a new set of 12" address numbers that read "12915" to satisfy item #4.

5. Pursuant to Zoning Ordinance Section § 4.40.060.D, the maximum height of a freestanding sign shall be the square footage of the sign area divided by four, with an absolute maximum height of 20 feet.

**RESPONSE:** The SQFT of Sign Type B.1 (Freestanding Sign) is 60 SQFT.  $60 \text{ SQFT} / 4 = 15'-0"$  (max sign height). The existing freestanding sign is 11'-0" high which is compliant.

6. Please submit a new Acknowledgements and Agreements form signed by the property owner(s), as this form has recently been revised.

**RESPONSE:** Complete. See the attachment labeled "230062 Boot Barn San Martin Permit App".

Please feel free to contact me if you have any additional questions or comments.

Best regards,

Ryan Drury  
Account Representative  
Pacific Neon  
916-213-8223  
ryan@pacificneon.com

Enclosures:

230062-02 Sign Design  
Photo 1  
Photo 2  
Photo 3  
Photo 4  
230062 Boot Barn San Martin Permit App