



CUPERTINO

Business News & Updates

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Real Estate Signage FAQs

The City of Cupertino understands signage is critical to the real estate industry. The display of "For Sale," "For Rent," and "Open House" signage is subject to the requirements of the City's municipal code, which have been established to protect pedestrian and traffic safety and to maintain the community's beautiful environment.



The following are key reminders of the sign ordinance:

- Within or adjacent to any Commercial District all signage is prohibited in the public right-of-way (e.g., streets, sidewalks, and medians).
- However, signage is allowed only in the public right-of-way within or adjacent to any Residential or Institutional (e.g., civic centers, churches, schools, etc.) zoned areas and must conform to the following:
 - One freestanding sign per street frontage, two signs maximum.
 - The maximum area is four square feet and the maximum height is six feet.
 - Illumination is prohibited.
 - Off-site: Six off-site open house signs permitted. The signs must be on private property with the consent of the owner.
 - All off-site signs can only be put out between sunrise and sunset each day.
 - All off-site signs must maintain 36 inches of clear and continuous width along a sidewalk or pathway plus any other area needed for handicapped accessibility.
 - All off-site signs must be 18 inches from the curb/edge of street/bicycle or vehicle traffic and must not obstruct vision of any vehicle or pedestrian or block any directional or safety signs.
 - All on-site signs must be removed from the property after completion of the sale, lease, or rental.

Any signage not in compliance will be confiscated by Code Enforcement officers and will be stored at the Cupertino Service Center, located at 10555 Mary Avenue. City staff will contact the owners with directions on how to retrieve signage, which will include paying a fee of \$5.50 per sign. Please be advised, any non-compliance with any of these rules on the placement of signs are violations of the Cupertino Municipal Code and may be subject to an administrative fine of up to \$500 per violation/sign, and per day that the violation continues.

We appreciate your support in maintaining Cupertino's attractive community, as well as reducing staff time to enforce and process signage violations.

To read the Cupertino Municipal Code Chapters 19.104.240 and 19.104.260, please click [here](#). For helpful guidelines on temporary signage, please click [here](#).

Healthy Cities Initiative Tobacco Policies

Tobacco use, which remains the number one preventable cause of death and disease in California, causes nearly 40,000 deaths in California every year. In Santa Clara County, one in eight deaths annually is attributed to smoking-related illness or diseases, such as cancer, heart disease, and respiratory diseases. **More than one in ten youth in the County currently use tobacco products, including electronic smoking devices.** The City of Cupertino is considering tobacco policies and is seeking public input.

To provide input, take the Tobacco Policies survey at www.opentownhall.com/7851 You can also provide your feedback at one of the following meetings:

Chamber LAC Meeting October 4 at 12:30 pm

Cupertino Community Hall
10350 Torre Ave, Cupertino
Please register at www.cupertino-chamber.org

Community Meeting October 8 at 6:30 pm

Quinlan Community Center - Social Room
10185 N Stelling Rd, Cupertino

Business Forum Meeting October 10 at 10:00 am

Cupertino Community Hall
10350 Torre Ave, Cupertino

CANDY



OR



CANCER?

For future meetings and more information, please visit www.Cupertino.org/tobaccopolicies

Building Reach Codes Community Workshop on October 16

In California, Title 24 of the Code of Regulations sets the building code standards for all jurisdictions statewide. However, local governments can adopt more stringent requirements, known as reach codes, which are enforced in the building permit process. Cupertino City Council has directed the Sustainability Commission to propose green reach codes that would support the City's Climate Action Plan. The Commission is working with regional partners at Silicon Valley Clean Energy (SVCE) and their technical advisors to take part in regional efforts around the building code update.

A community workshop is scheduled for October 16 at 6:00 p.m. in Cupertino Community Hall, located at 10350 Torre Avenue. City staff and consultants will give an overview of the reach codes under consideration. Representatives from Silicon Valley Clean Energy and PG&E will be present to answer any questions, and members of the public will be encouraged to bring your questions and feedback as staff considers this important opportunity.

For more information on reach codes, please click [here](#).

I want buildings that...

Help shape Cupertino's building
and energy future!

Building Reach Code Workshop
Wednesday, Oct. 16, 2013
6:00-8:00 PM
Cupertino Community Hall
10350 Torre Ave



Cupertino Businesses Recognized by the Santa Clara County Green Business Program

Cupertino businesses were recently recognized as being strong performers in the Santa Clara County Green Business program! Let your networks and customers know that becoming a certified green business helps you to:

- Save money and increase profits
- Get the marketing advantage
- Demonstrate community good will



The GreenBiz Cupertino program fosters resilient businesses, schools and organizations while improving our environment and helping to build a healthy community. The City of Cupertino provides step-by-step support in achieving certification through the [California Green Business Program](#). We work with you to conserve energy and water, manage and reduce waste, prevent pollution and cut costs.

We offer motivated businesses and agencies an easy-to-use framework for improving environmental performance. Over 2,700 businesses and public agencies have been certified in participating counties throughout California with over 550 of those located in Santa Clara County.

Learn more about becoming a Certified Green Business by visiting:

www.cupertino.org/greenbiz

The Veranda Receives the 2019 Silicon Valley Business Journal Structures Award for Affordable Residential Project



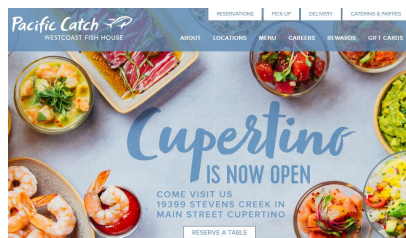
On September 19, the City of Cupertino and Charities Housing received a prestigious "Structures Award" from the Silicon Valley Business Journal for The Veranda, an affordable senior housing project. The Veranda, a 19-unit affordable housing development includes 18 units that are age-restricted for extremely-low and very-low income senior citizens 62 and older with one unit set aside for a property manager.

Through the assistance of Santa Clara County Measure A funds, six units are reserved as permanent supportive housing units for homeless seniors with disabling conditions. The Veranda is one of the first developments to take advantage of Measure A funding. The City of Cupertino contributed \$3.672 million in funds and another \$1 million through the Housing Trust Silicon Valley, which accounts for approximately 43% of the developer's development costs. Through the City's participation in the Santa Clara County HOME Investment Partnerships Program (HOME) Consortium, The Veranda secured \$500,000 in HOME funds.

The Veranda property, located on a .56-acre site on Stevens Creek Boulevard directly across the street from Main Street Cupertino, is part of an ideal mixed-use neighborhood where they can live, work, and play.

Welcome New Businesses!

- **Avachi Biryani House**, 10251 S De Anza Blvd, Allario Center
- **Pacific Catch Westcoast Fish House**, Main Street Cupertino



Pacific Catch will celebrate a ribbon cutting ceremony on October 2 at 5:00pm. To RSVP, please click [here](#).

Check out more local shopping and dining at www.cupertino.org/shopanddine

Coming Soon to Cupertino!

AFURI Ramen + Dumpling (Saich Way Station)

Code Ninjas (Marketplace)

Ippudo Ramen (Main Street Cupertino)

Lash Lounge (Main Street Cupertino)

Pho Hoa Noodle Soup (Homestead Square)

COMING SOON

Pineapple Thai (Main Street Cupertino)

Pizza My Heart (relocating to Main Street Cupertino)

Savory Kitchen (20530 Stevens Creek Blvd. at Cupertino Crossroads)

Sleep Number Mattress (Saich Way Station)

Coffee Talks Series: Coffee & Conversation with City Manager Deb Feng and Vice Mayor Liang Chao

Grab your reusable mugs and get ready to talk about the issues that matter most to you. City Manager Deb Feng and Vice Mayor Liang Chao are hosting a Coffee Talks Series around Cupertino throughout the fall and winter seasons. Cupertino business owners and operators are invited to these casual meetings where they can discuss any topic they want with two of the City's decision makers.

Coffee Talks will be held on the second Friday of each month from October through March 2020. For more information, please click [here](#).



Free Google Business Livestream Workshop: Spruce Up Your Holiday Marketing Plan

During this Google Livestream event, learn how to reach more holiday customers by using expert tips from Google and Constant Contact. Take advantage of the business action planning tool at [Google.com/smallbusiness](https://www.google.com/smallbusiness) and fit these growth strategies into your marketing plan.



View the livestream at the Cupertino Chamber of Commerce on Wednesday, October 16 from 9:00am-10:15am. For more information or to register, please click [here](#).



Build Your Business Through the Cupertino Business & Professional Women's Networking Group

We had a fantastic turnout for our September mixer held at Enzo's Italian Restaurant. Join us at our next Cupertino Business & Professional Women's Networking Group Monthly Mixer scheduled for Thursday, October 24 at 12:00 Noon, location to be determined. Enjoy light appetizers and networking with local women business owners and professionals who share a passion for success. For more information, please contact Cupertino Economic Development Manager Angela Tsui at angelat@cupertino.org.

We look forward to having you join us and please bring a friend!

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