



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 04/02/2024

ITEM NO: 20

DESK ITEM

DATE: April 2, 2024
TO: Mayor and Town Councilmembers
FROM: Gabrielle Whelan, Town Attorney
SUBJECT: Introduce an Ordinance Titled, “An Ordinance of the Town Council of the Town of Los Gatos Amending Chapter 29, ‘Zoning Regulations,’ Article I, ‘In General,’ Division 3 ‘Signs,’ of the Town Code Regarding Sign Regulations” as Recommended by the Planning Commission. The proposed amendments to the Town Code are not a project subject to CEQA [CEQA Guidelines Section 15061(b)(3)]. Town Code Amendment Application A-24-002. Project Location: Town Wide. Applicant: Town of Los Gatos.

REMARKS:

Attachment 3 contains a staff presentation.

Attachments Previously Received with the Staff Report:

1. Redline of Town Code
2. Draft Sign Ordinance – Clean

Attachments Received with this Desk Item:

3. Staff Presentation

PREPARED BY: Jenna De Long, Deputy Town Clerk

Reviewed by: Town Manager and Town Attorney

Sign Ordinance

Town Council Meeting
April 2, 2024

Goals

- 1) Eliminate content-based regulations such as regulations specific to:
 - a. Political signs
 - b. Real estate signs.
- 2) Prohibit temporary signs in public right of way, including median of public right of way and area between paved road and sidewalk.

Additional Changes Recommended by Planning Commission

- 1) Add a definition for “yard signs,” (Section 29.10.110);
- 2) Revise the “temporary sign” definition to give examples of temporary signs and to revise the 90-day time limit to add “or as otherwise set forth in this Article” (since some temporary signs have different time limits) (Section 29.10.110);
- 3) Change the term “jointly and severally liable” to “jointly and severally responsible,” (Section 29.10.110);

Changes (continued)

- 4) Provide that yard signs are limited in size to no more than six square feet and that there is no limit on the number of yard signs (Section 29.10.120);
- 5) Remove the general prohibition on flags, banners, and balloons and address them as temporary signs that require a permit (Section 29.10.115); and
- 6) Make the permitted size of signs on construction sites proportional to the size of the parcel (Section 29.10.120).

QUESTIONS?
