



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 10/20/2020

ITEM NO: 6

DATE: October 13, 2020
TO: Mayor and Town Council
FROM: Laurel Prevetti, Town Manager
SUBJECT: Consider Approval of a Temporary Sign Permit Application on Property Zoned C-1:PD Located at 106 E. Main Street. APN 529-34-108. Temporary Sign Permit Application SN-20-042. Property Owner: Town of Los Gatos. Applicant: Kimberly Snyder, New Museum of Los Gatos (NUMU).

RECOMMENDATION:

Consider approval of a Temporary Sign Permit application on property zoned C-1:PD located at 106 E. Main Street.

DISCUSSION:

The New Museum of Los Gatos (NUMU) has submitted an application for a temporary sign permit to erect a sign advertising that the museum is open, and admission is free to residents of the Town (Attachment 1). The temporary vinyl sign measures approximately 12 feet tall and 10 feet wide. The sign would be secured to the exterior wall of the Civic Center, above the NUMU staff office windows (Attachment 3). The application does not indicate a date for when the sign would be installed or removed.

Section 29.10.120 of the Town Code regulates temporary signs in the Town. This section provides rules for five types of temporary signs: grand opening, subdivision, lease and rental, event, and construction signs. The proposed sign would not fit directly under any of these categories; however, given the current global COVID-19 pandemic, the proposed sign could be found to fit under the event or grand opening categories. The maximum duration for a temporary sign allowed by the Town Code is 45 days for a grand opening sign. Installation beyond 45 days would require a permanent sign permit. The information provided on the application does not clarify whether the sign would meet or exceed the 45-day limitation for

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Associate Planner

Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, and Finance Director

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DISCUSSION (continued):

temporary signs. Staff has included a condition of approval that the sign be installed for no more than 45 days (Attachment 2).

The temporary sign has an area of 120 square feet. Town Code Section 29.10.135 allows one square foot of sign area for every one lineal foot of primary and secondary frontage. The size of the proposed sign is consistent with the Town Code.

CONCLUSION:

Staff recommends approval of the proposed temporary sign, subject to the conditions of approval (Attachment 2).

ALTERNATIVES:

Alternatively, the Town Council can:

1. Continue the matter to a date certain with specific direction; or
2. Approve the application with additional and/or modified conditions; or
3. Deny the application.

FISCAL IMPACT:

There is no fiscal impact from approving the application.

ENVIRONMENTAL ASSESSMENT:

This is a project as defined under CEQA but is exempt under Section 15061 (b)(3) as there is no possibility that the project would have a significant impact on the environment. A Notice of Exemption will not be filed.

Attachments:

1. Application for Temporary Sign Permit
2. Draft Conditions of Approval
3. Letter of Justification
4. Draft Sign