



**TOWN OF LOS GATOS  
COUNCIL AGENDA REPORT**

MEETING DATE: 11/19/2024

ITEM NO: 12

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DATE: November 6, 2024  
TO: Mayor and Town Council  
FROM: Gabrielle Whelan, Town Attorney  
SUBJECT: Introduce a Draft Revised Sign Ordinance  
Ordinance Title: 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

**RECOMMENDATION:**

Introduce the draft revised Sign Ordinance (Attachment 2).

**BACKGROUND:**

On May 21, 2024, the Town Council adopted an ordinance to remove content-based regulations from the Town's sign ordinance. These amendments were made in order to bring the Town into conformance with the U.S. Supreme Court decision in *Reed v. Gilbert*.

Since then, in the application of the sign ordinance, staff has determined that minor edits are needed to clarify the ordinance requirements.

On October 9, 2024, the Planning Commission voted unanimously to recommend to the Town Council the adoption of the revised Sign Ordinance. Since the Planning Commission meeting, Section 29.10.115(15) has been revised to exclude the temporary signage that is permitted at intersections from the general prohibition on signs in the public right of way. Also, Section 29.10.115 has been amended to exclude official and permitted signs associated with special events from the general prohibition on signs in the public right of way and on public property. This will accommodate the Town's banner program. The redline revisions are shown in Attachment 1. A clean version of the proposed sign ordinance is attached as Attachment 2.

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

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DISCUSSION:

The proposed revisions are outlined as follows:

- 1) In Section 29.10.110(5)(b), revise the size limitation on temporary signs at intersections to be two feet by two feet instead of one square foot. This will match the typical size of a real estate sign, which is the most common type of temporary sign placed at an intersection.
- 2) In Section 29.10.110(15), specify that this regulation applies to temporary signs on private property rather than public property. This is because a revision is proposed to Section 29.10.115(15) to state that temporary signs are not permitted on public property.
- 3) In Section 29.10.115(8), replace the heading “posters” with the heading “signs” so that it is clear that the prohibition relates to all signage on objects in the public right of way.
- 4) In Section 29.10.115(15), add a prohibition on signage on public property, including parks and public right of way, and describe specifically what constitutes public right of way. Previously, the prohibition for signage on pavement was located in Section 29.10.115(8), but it is clearer to include that prohibition with the other regulations pertaining to the public right of way in Section 29.10.115(15).

CONCLUSION:

If the Town Council passes the proposed revisions, the draft ordinance will be placed on the December 3, 2024, Town Council agenda for adoption and the ordinance will take effect 30 days after adoption.

COORDINATION:

This report was coordinated with the Town Manager’s Office and the Community Development Department. A copy of the proposed ordinance changes was provided to the Silicon Valley Association of Realtors (SILVAR) and SILVAR has indicated that its membership intends to comply with the regulations.

FISCAL IMPACT:

This proposed ordinance revision will not have a fiscal impact.

ENVIRONMENTAL ASSESSMENT:

This ordinance update will not have a significant impact on the physical environment and is therefore not subject to CEQA.

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SUBJECT: Introduce Ordinance Amending Sign Ordinance

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Attachments:

1. Redline of Proposed Revisions to Sign Ordinance
2. Draft Sign Ordinance