



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 06/02/2020

ITEM NO: 14

DATE: May 26, 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 110 E. Main Street. APN 529-34-108. Temporary Sign Permit Application SN-20-029. Property Owner: Town of Los Gatos. Applicant: Veterans Memorial and Support Foundation of Los Gatos.

RECOMMENDATION:

Consider approval of a Temporary Sign Permit application on property zoned C-1:PD located at 110 E. Main Street.

DISCUSSION:

The Veterans Memorial and Support Foundation of Los Gatos has submitted an application for a temporary sign permit to erect a sign recognizing healthcare workers, first responders, U. S. military service members, and essential workers in the battle against the COVID-19 pandemic (Attachment 1). The temporary vinyl sign measures approximately four feet tall and 19 feet wide. The sign would be secured with rope stretching between two large protected redwood trees north of the Veterans Memorial Wall (Attachment 3). The application indicates that the sign would be installed as soon as possible and does not provide a date for removal of the sign.

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

PREPARED BY: Sean Mullin, AICP
Associate Planner

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

PAGE 2 OF 2

SUBJECT: Consider Approval of Temporary Sign Permit Application SN-20-029

DATE: May 26, 2020

DISCUSSION (continued):

The temporary sign has an area of 76 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.

The Town's Tree Protection Ordinance prohibits the attachment of wires, sign, or ropes to any protected tree. The applicant proposes to secure the sign with rope stretching between two large protected trees. This type of installation is inconsistent with the Tree Protection Ordinance. Staff has included a condition of approval that the applicant coordinate with the Town Arborist for installation of the sign in a manner that is not detrimental to the health of the large protected trees (Attachment 2).

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. Site plan by staff