



**TOWN OF LOS GATOS  
COUNCIL AGENDA REPORT**

MEETING DATE: 08/03/2021

ITEM NO: 4

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DATE: July 26, 2021  
TO: Mayor and Town Council  
FROM: Laurel Prevetti, Town Manager  
SUBJECT: Consider Approval of a Permanent Sign Permit Application on Property Zoned C-1:PD Located at 110 E. Main Street. APN 529-34-108. Sign Permit Application SN-21-005. Property Owner: Town of Los Gatos. Applicant: Friends Bookstore.

**RECOMMENDATION:**

Consider approval of a Permanent Sign Permit application on property zone C-1:PD located at 110 E. Main Street (Friends Bookstore).

**DISCUSSION:**

The Friends Bookstore has submitted an application for an additional permanent wall sign matching their existing wall sign located above the entrance to the bookstore (Attachment 2). The proposed permanent sign would be located on the east elevation of the building, facing the parking lot in front of the Town Library (Attachments 4 and 5). The proposed sign would be constructed from aluminum with a brushed finish. The sign would match the existing sign in materials, finish, dimensions, and mounting (Attachments 6 and 7).

The proposed wall sign has an area of 18.35 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 permanent sign, subject to the conditions of approval in Attachment 3.

**PREPARED BY:** Sean Mullin, AICP  
Associate Planner

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

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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. Location Map
2. Application
3. Recommended Conditions of Approval
4. Site Plan
5. Rendering of proposed sign
6. Project Description
7. Photo of existing sign