



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 10/9/2024

ITEM NO: 2

DATE: October 4, 2024
TO: Planning Commission
FROM: Gabrielle Whelan, Town Attorney
SUBJECT: Consider and Make a Recommendation to the Town Council on Adoption of the Draft Revised Sign Ordinance. Town Code Amendment Application A-24-004. **Project Location: Town Wide.** Applicant: Town of Los Gatos.

RECOMMENDATION:

Consider and Make a Recommendation to the Town Council on Adoption of the Draft Revised Sign Ordinance.

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.

DISCUSSION:

The minor proposed edits are as follows:

- 1) In Section 29.10.110(5)(b), revise the limitation on temporary signs at intersections to be two square 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.
- 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.

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

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SUBJECT: Introduce Ordinance Amending Sign Ordinance

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- 4) In Section 29.10.115(15), add a prohibition on signage on public property and describe specifically where signage is prohibited within the public right of way. Previously, the prohibition on 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 Planning Commission recommends approval of the proposed revisions, the proposed revisions will be placed on a future Town Council agenda for introduction.

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.

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.

EXHIBITS:

1. Redline of Proposed Revisions to Sign Ordinance
2. Updated Sign Ordinance for Introduction