

30.37.20 Sign permits

- (d) Exemptions. No sign permit will be required for the signs listed below except as specified in section 30.37.20(d)(6)b. Other Banners. Signs above and beyond those exempted below shall meet the provisions of the remainder of this section. In no case shall a sign be deemed to be exempt if it is listed as a prohibited sign in section 30.37.30(a).”
- (6) **Temporary banners** located over private property to advertise sales and special promotions which meet the following criteria
- a. **Allowed Banners:** Within the ten (10) identified periods below, temporary banners may be displayed without obtaining a sign permit or prior approval by the City for a maximum of ten (10) consecutive calendar days for each period as follows:

February 14 th ,	and the preceding 9 days
The third Monday of February,	and the preceding 9 days
The first Sunday following the first Full Moon occurring on or after the March equinox,	and the preceding 9 days
The last Monday in May,	and the preceding 9 days
July 4 th ,	and the preceding 9 days
The first Monday in September,	and the preceding 9 days
October 31,	and the preceding 9 days
The fourth Thursday of November,	and the preceding 9 days
December 25,	and the preceding 9 days
January 1,	and the preceding 9 days
 - b. **Other Banners:** The display of other banners outside the periods identified under Allowed Banners shall be allowed for no more than four (4) periods per calendar year. A banner permit is required for each banner display period which is limited to increments of ten (10) consecutive days, which may include ten (10) day periods, or combined into twenty (20), thirty (30) or forty (40) consecutive days per display period. Other banners may be displayed no more than a total of forty (40) days each calendar year.”
 - c. **No more than three (3) temporary banners** shall be allowed for each business at any one (1) time. If more than one (1) banner is used at a time, the total area of all banners shall be limited as shown in Column 1, and in no case may the total banner area exceed the limits set forth in Column 2, as described in the table below.
 - d. Banners may be mounted on any side of a building, except no sign shall be mounted on the side of a building abutting and facing a freeway.
 - e. Banners shall meet the following size limitations:

	COLUMN 1	COLUMN 2
	Maximum total banner area permitted (in square feet) for each lineal foot of building frontage.*	Maximum total banner area permitted (in square feet) regardless of building frontage*
PO and CCA Districts	1 1/2	90
C1, TD and CD Districts	1 1/2	90
DHD and DED Districts	1 1/2	150
C3, HC, CM and GD	2	150
M1, M2	2	150

* The lineal footage of a building frontage shall be that distance of building facing a public street. The maximum sign area for buildings which front on more than one (1) street shall be calculated by using the longer of any one (1) such frontage. In a commercial or industrial complex where there are three (3) or more tenants, the maximum sign for each tenant may be calculated by using the greater of (1) the building elevation fronting a street or (2) the building elevation fronting directly on the parking lot for the commercial or industrial complex.

District Definitions: PO = Professional Office, HC = Highway Commercial District, CCA = Civic/Cultural Arts District, CM = Commercial Industrial, DHD = Downtown Historic District, GD = Gateway District, DED = Downtown Expansion District, M1 = Limited Industrial District, C3 = Shopping Center Commercial District, M2 = General Industrial District

- (19) New vehicle sales establishments located within one thousand two hundred (1,200) feet east or west of Highway 101 may have pennants, balloons, streamers, and objects designed to move with the wind.

30.37.30 Regulations in all districts.

(a) Prohibited Signs. Except as otherwise provided in this chapter, the following signs shall be prohibited throughout the City of Gilroy:

- (1) Signs on or above the roof or projecting above the roof eave (other than a gable or mansard type roof) or canopy of a structure.
- (2) Signs projecting more than thirty-six (36) inches above the lowest edge of the eave of a gable or mansard type roof. A sign may be permitted on a vertical surface specifically designed to accommodate a sign, which is lower than the crest of the roof, if such sign area is approved by the planning director.
- (3) Flags, pennants, balloons, streamers, and objects designed to move with the wind, except for flags of the United States of America and the State of California on a flagpole for which a building permit has been issued and as exempted in sections 30.37.20(d)(20) (feather banner exemption) and 30.37.20(d)(19) (new vehicle sales exemption).
- (5) Any sign feature which moves or is designed to move, except for signs which rotate at less than six (6) revolutions per minute.
- (10) Any sign which because of its location would prevent free and safe ingress to or egress from any door, window, fire escape, driveway, sidewalk, parking space or bike path, or would obstruct an outward view from any living area.
- (11) Any signs attached to a standpipe or fire escape.
- (19) Signs over three (3) square feet in area temporarily affixed to a vehicle.
- (21) Signs advertising incidental or minor products combined with a business identification sign.
- (22) Signs placed upon, attached to or constructed on any awning; except for signs which occupy no more than twenty percent (20%) of the surface area of the awning, and which are printed, painted, marked, stamped or otherwise impressed upon the surface of an awning so that it is an integral part of the fabric, and which are on a surface of the awning which is vertical or within ten (10) degrees of vertical, and is parallel to the front of the building.
- (25) Abandoned signs or signs which no longer identify a bona fide business entity.
- (29) Signs placed on any portion of a street, sidewalk, or public right-of-way, excluding signs on newspaper vending machines, which may not exceed three (3) square feet in sign area, and signs permitted by section 30.37.90.
- (30) Signs located on an exterior raceway. An exception may be granted by the planning manager due to unavoidable, extenuating circumstances.
- (31) Signs within six hundred sixty (660) feet of Santa Teresa Boulevard except on-site signs for business and neighborhood identification, and portable freestanding open house real estate signs placed pursuant to section 30.37.90.
- (32) Business identification signs located on fences.
- (33) Any sign held by, or attached to, any person for the purpose of displaying commercial advertising or otherwise drawing attention to a business, commodity, service, product, or event. This section does not prohibit mascots or characters on private property as long as they are in a location within fifteen (15) feet of the business front door of which the mascot or character is representing. The mascot or characters shall not use a handheld sign. For purposes of this section, a "mascot or character" means a person dressed up as an animal, person or thing that is intended to be associated with, or represents and/or symbolizes, an organization or business entity. For purposes of this section, "front door" means the primary entrance to a business entity that is most often used by its patrons or customers.

30.37.70 Maintenance.

Every sign shall be erected as specified in the sign permit. Every sign and all parts and materials, together with the frame, background, supports or anchorage therefor, shall be maintained in proper repair. The display surface of all signs shall be kept neatly painted and/or posted. Faded, tattered and dirty signs are prohibited. Failure to so maintain signs shall constitute a violation of this chapter and removal may be ordered by the planning manager.