

1. 01-16-13 Sign Ordinance Review Task Force Meeting Documents

Documents: [1-16-13 SOR AGENDA.PDF](#), [1-16-13 SOR PACKET.PDF](#)



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Community Development Department, 7351 Rosanna Street, Gilroy CA 95020 408/846-0451  
For additional information and attached reports visit our website at: [www.cityofgilroy.org](http://www.cityofgilroy.org)

**Sign Ordinance Review  
Task Force Meeting  
January 16, 2013 6:00 p.m.  
Gilroy Library Community Room, 350 W. Sixth St., Gilroy CA 95020**

Chair: Council Member Dion Bracco

Vice-Chair: Council Member Peter Arellano

Members: Planning Commissioner Elizabeth Sanford, Chamber of Commerce Member Katherine Filice, Real Estate Representative Nancy Robinson, Auto Dealership Representative Randy Scianna, Furniture Store Representative Jaime Rosso, First Street Business Representative/Community Member at Large Kelly Woodall and Downtown Business Representative/Community Member at Large Steve Ashford

## **Agenda**

- I. Welcome and Introductions
- II. Public Comment on Non-Agendized Matters:  
Please limit your comments to 3 minutes. This portion of the meeting is reserved for persons desiring to address the Task Force on matters not on this agenda. The law does not permit Task Force action or extended discussion of any item not on the agenda except under special circumstances. If Task Force action is requested, the Task Force may place the matter on a future agenda. All statements that require a response will be referred to staff for reply in writing.
- III. Minutes of December 4, 2012 (attached)
  - a. Approval of minutes as presented or as modified
- IV. Correspondence - None
- V. Continued Discussion of Banner Signs
  - a. Staff Presentation
  - b. Public Comment
  - c. Discussion
  - d. Approval of process as presented or in modified form

- VI.** Offsite Residential Open House Signs
  - a. Staff Report
  - b. Public Comment
  - c. Discussion
  - d. Provide recommendations to staff for development
  
- VII.** Flags, Balloons and Streamers
  - a. Staff Presentation
  - b. Public Comment
  - c. Discussion
  - d. Provide recommendations to staff for development
  
- VIII.** Determine Wrap Up and Community Outreach Meetings Schedule (staff report attached)
  - a. Staff Report
  - b. Discussion
  - c. Approve meeting schedule
  
- IX.** Sign Ordinance Review Task Force Process (staff report attached)
  - a. Staff Report
  - b. Public Comment
  - c. Discussion
  - d. Approve process as presented or in modified form
  
- X.** Adjournment to the February 12, 2013 Task Force meeting to be held at the PD Community Room

In compliance with the American Disabilities Act (ADA), the City will make reasonable arrangements to ensure accessibility to this meeting. If you need special assistance to participate in this meeting, please contact the Clerk 72 hours prior to the meeting at (408) 846-0491.

Know your rights under the Gilroy Open Government Ordinance  
Government's duty is to serve the public reaching its decisions in full view of the public. Commissions, task forces, councils and other agencies of the City exist to conduct the people's business. This ordinance assures that deliberations are conducted before the people and that the City operations or deliberations are conducted before the people and that the City operations are open to the people's review. For information on your rights under the open Government Ordinance, to receive a free copy of the ordinance, or to report a violation of the Ordinance, contact the open Government Commission staff at (408) 846-0204 or e-mail [Shawna.freels@cityofgilroy.org](mailto:Shawna.freels@cityofgilroy.org)



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**City of Gilroy**  
**Sign Ordinance Review Task Force Meeting Minutes**  
**December 4, 2012**

**PRELIMINARY**

**Task Force Members Present**

Steve Ashford	Dion Bracco	Nancy Robinson	Jaime Rosso
Elizabeth Sanford	Randy Scianna	Kelly Woodall	

**Staff Present**

Kristi Abrams	Scott Barron	Hipolito Olmos
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**Members Absent**

Peter Arellano	Kat Filice - excused
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- I. **Welcome and Introductions:** Chairman Council Member Dion Bracco opened the meeting at 6:00 p.m. No members of the public were present.
- II. **Public Comment on Non-Agendized Matters:** There were no comments from members of the public under this item.
- III. **Minutes of October 30, 2012:** Minutes were approved as presented.
- IV. **Discussion of Hand Held Signs and Triggers:** Code Enforcement Officer Hipolito Olmos made a presentation on Commercial "Human Sign" enforcement and potential triggers for enforcement. Chairman Bracco inquired on the number of complaints the city receives. Code Enforcement Officers Barron and Olmos responded only occasionally receive complaints. Task Force Member Woodall expressed concern of liability if city allows hand held signs on the city sidewalk, however it should be fine if they are on the businesses' property. Task Force Member Robinson explained the businesses are trying to draw attention to their locations back away from the street.

Task Force Member Scianna stated he was also concerned about the liability, further suggesting that the hand held signs not be regulated. Chairman Bracco expressed his agreement with Task Force Member Scianna regarding not regulating hand held signs. Task Force Member Rosso stated his concerns with businesses putting lights and other eye catching devices on the signs. Task Force Member Sanford stated she was comfortable with not further regulating signs, however she would like the discussion concerning hand held signs in the report to Council with the Task Force recommendations. Task Force Chairman Bracco agreed with Task Force Member Sanford.

Task Force Member Rosso agreed with item number five of the sample regulations provided in the packet. (In part that item read: Human signs shall not utilize any type of

illumination, animation, flashing, blinking and rotating light or mirrors. Human signs shall not shout or generate any noise that will disrupt...) Task Force Member Rosso was not concerned about twirling of the signs. Task Force Member Robinson stated she did not believe that people knew the signs were possibly not allowed. Chairman Bracco called for a vote. The Task Force voted 6-0-1 (six in favor with Task Force Member Ashford undecided (abstain) )

**V. Discussion of Sign Quality Regulation:** Code Enforcement Officer Barron made a presentation of poor sign and installation quality. After a brief discussion it was the consensus of the Task Force to recommend that Section 37.70, Maintenance, of the Zoning Ordinance apply to all signs covered by the Zoning Ordinance, not just those requiring a permit.

**VI. Presentation and Discussion of Banner Signs:** Code Enforcement Officer Hipolito Olmos made a presentation on banner signs. Task Force Member Rosso commented the code could be interpreted that a business could have a new 30 square foot banner every 30 days. He also stated it is quite typical for a business to have a new promotion every 30 days. Chairman Bracco noted that many businesses are using banners in lieu of buying a permanent sign. Task Force Member Robinson agreed in many cases the banners are taking the place of a permanently constructed sign.

Task Force Member Scianna requested staff to bring legal examples of signs along with the illegal examples.

Chairman Bracco stated the use of banners in lieu of permanent signs needs to be discouraged. Task Force Member Scianna felt that most businesses used common sense and thus do not use poor signs. He further stated that quality banners should be used and not be tied with visible wire. Chairman Bracco restated he felt the biggest problem is banners being used as permanent signs. Code Enforcement Officer Scott Barron stated the Planning Division has allowed banners as permanent signs. Chairman Bracco also stated he was fine with the use of banners for special events, promotions, etc. Task Force Member Woodall agreed and further stated banners need to be changed out to be kept in good condition.

Task Force Member Rosso stated his competitor has three sides of his building covered with banners that are visible from the street. Although he does not mind as more people that are drawn to his competitor also brings business to his store. He stated the trash around the building is more of a concern to him. Task Force Member Sanford stated all visible building sides need to be addressed. Task Force Member Robinson stated in some cases there is a positive benefit when being able to place banners on multiple sides of a building citing Gold's Gym banners that face the freeway. If not for the banners the business would not be known to freeway passersby.

Task Force Member Scianna suggested using a formula such as for 1000 square feet or less of business a 30 square foot banner is allowed and for each extra 1000 square feet an additional 30 square feet is allowed as an example. He also stated a going out of business banner should only be allowed for 90 days and then the business and the banner are gone. Community Development Director Abrams asked Task Force Members Rosso and Scianna if they could come up with a suggested banner signage allowance. Task Force Member stated that would be difficult due to the manufacturer requirements they must adhere to.

Task Force Member Robinson stated that since her company Coldwell Banker moved to the second floor of the Piazza Building their foot traffic has dropped dramatically, a portion of which she contributes to a lack of signage to let people know where the business is located. Task Force Member Rosso stated the blacked out sign for the old Office Max looks like blight. Task Force Member Woodall stated that Gold's Gym could use the pole sign however many commercial centers charge monthly to use such signage which is why many businesses opt not to be on those signs.

The Task Force requested staff to come back with banner sign suggestions for furniture stores, new car dealers, used car dealers, large stores, etc. including potential requirements to rotate out the banner signs.

**VII. Temporary Signs Affixed to Vehicles:** Code Enforcement Officer Olmos made a presentation on temporary signs affixed to vehicles. Task Force Member Woodall stated he felt temporary signs affixed to vehicles should not be allowed. Task Force Member Scianna stated his agreement. After a brief discussion it was the consensus of the Task Force to leave the regulation pertaining to temporary signs affixed to vehicles as is.

**VIII. Presentation and Discussion of Window Signs:** Code Enforcement Officer Olmos made a presentation on Window Signs. Chairman Bracco commented that police need to have visibility through windows. Task Force Member Robinson stated that businesses look trashy with an abundance of window signs. Task Force Member Woodall stated he was fine with the maximum of 25% however felt the 15 day limitation should be removed. Task Force Member Sanford added the signs should not be faded, dusty or dirty. Task Force Member Woodall questioned whether blacked out or painted windows should be considered signage. Task Force Member Rosso stated he was fine if the signs were only across the bottom of the window. Task Force Member Scianna was fine with 25%, however he also felt the 15 day limitation should be removed.

The consensus of the Task Force was to keep the 25% maximum window coverage, eliminate the 15 day limitation and add 'no faded or dirty signs' to Section 37.70, Maintenance, of the Zoning Ordinance.

**IX. Sign Ordinance Review Task Force Process:**

The Task Force continued the banner discussion to Meeting 5 when staff will bring back proposed banner regulations. Added to Meeting 5 are 'Going Out of Business, Grand Opening and Anniversary' signs. A meeting 6 was added as a wrap up and a meeting 7 in March of 2013 was added as a community outreach meeting.

**X. Adjournment:** The meeting was adjourned at 7:45 pm by Chairman Bracco.





# City of Gilroy

STAFF REPORT

DATE: January 16, 2013  
TO: Sign Ordinance Task Force  
FROM: Kristi Abrams, Community Development Director  
**SUBJECT: Offsite Residential Open House Signs**

The attached document outlines the existing and proposed regulations as they relate to offsite residential open house signs. Currently such signs are prohibited; however the proposal is to allow offsite residential signs open house signs as long as the sign location complies with Municipal Code Section 20.60 and the size complies with Zoning Ordinance Section 37.90.

ITEM VI

## Item VI Offsite Open House Signs

### Existing

#### Section 37.24 Exemptions

(l) One (1) on-site real estate sign pertaining to the sale, lease, rental or display of a structure or of land which shall not exceed four (4) square feet in area.

#### Section 37.31 Prohibited Signs

(p) Any off-site advertising sign, including billboards, in any district.

### Proposed

#### Section 37.24 Exemptions

(l) One (1) on-site real estate sign pertaining to the sale, lease, rental or display of a structure or of land which shall not exceed four (4) square feet in area. An open house sign may be erected only on the day on which the property is available for public showing. Portable signs are permitted for use as open house signs. Such off-site real estate signs may be erected only on the day(s) and time on which the property is available for public showing and shall comply with the size requirements of Section 37.90 Portable Freestanding Signs.

Portable signs shall not be placed any closer than one foot from the street curb, and shall not be placed within a sidewalk intersection (as defined under Municipal Code section 20.60). Only one sign per parcel being offered for sale may be placed at any intersection.

Prior to placing a portable sign(s) on a public sidewalk, the business owner shall procure insurance and submit to the City a certificate of insurance in an amount and form acceptable to the City's Risk Manager, and adding the CITY OF GILROY as an additional insured to the owner's comprehensive general liability policy;

#### Section 37.31 Prohibited Signs

(p) Any off-site advertising sign, including billboards, in any district except as exempted in Section 37.24 (l).



City of Gilroy  
STAFF REPORT

DATE: January 16, 2013  
TO: Sign Ordinance Task Force  
FROM: Kristi Abrams, Community Development Director  
SUBJECT: **Wrap Up and Community Outreach Meetings Schedule**

The attached calendar is provided to determine a date for a Wrap Up meeting and two Community Outreach Meetings (one English and one Spanish).

ITEM VIII

# JANUARY 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 X	2 X GANG T.F.	3 X P.C.	4 X	5
6	7 X C.C.	8	9	10 X GUSD BOARD	11 X COUNCIL GOAL SET	12
13	14 X	15 X CHAMBER	16 X	17	18 X	19
20	21 X	22	23	24 X GUSD BOARD	25 X	26
27	28 X C.C.	29	30	31		

# FEBRUARY 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 <del>X</del>	2
3	4 <del>X</del> C.C.	5	6 <del>X</del> GANG T.F.	7 <del>X</del> GUSD BOARD P.C.	8 <del>X</del>	9
10	11 <del>X</del>	12 	13	14	15 <del>X</del>	16
17	18 <del>X</del>	19 <del>X</del> CHANGER	20	21	22 <del>X</del>	23
24	25 <del>X</del> C.C.	26	27	28 <del>X</del> GUSD BOARD		

# March

# 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 2	
3	4 C.C.	5	6 GANG T.F.	7 P.C.	8 9	
10	11	12	13	14	15 16	
17	18 C.C.	19 CHAMBER	20	21	22 23	
24	25	26	27	28	29 30	
31						