

1. 02-12-13 Sign Ordinance Review Task Force Meeting Documents

Documents: [2-12-13 SOR AGENDA.PDF](#), [2-12-13 SOR PACKET.PDF](#)



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

**Sign Ordinance Review
Task Force Meeting
February 12, 2013 6:00 p.m.**

**Gilroy Police Department Community Room, 7301 Hanna 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-Agended 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 January 16, 2013 (attached)
 - a. Approval of minutes as presented or as modified
- IV. Correspondence
- 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 – Downtown only
 - a. Staff Presentation
 - 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 March 2013 Task Force meeting – date and location to be determined

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



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City of Gilroy
Sign Ordinance Review Task Force Meeting Minutes
January 16, 2013

PRELIMINARY

Task Force Members Present

Steve Ashford	Katherine Filice	Nancy Robinson	Jaime Rosso	Elizabeth Sanford
Randy Scianna	Kelly Woodall			

Staff Present

Kristi Abrams	Scott Barron
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Members Absent

Peter Arellano	Dion Bracco - excused
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- I. **Welcome and Introductions:** Elizabeth Sanford opened the meeting at 6:01 p.m.
- II. **Public Comment on Non-Agendized Matters:** There were no comments from the public.
- III. **Minutes of December 4, 2012:** Minutes were approved as presented.
- IV. **Correspondence – None.**
- V. **Continued Discussion of Banner Signs:** Code Enforcement Officer Scott Barren presented a handout with staff suggested starting points; as requested by the Task Force. The handout included an overview of existing regulations, proposed regulations that also addressed Grand Opening and Going Out of Business banners, and signage limitation based on building frontage.

Task Force Member Robinson suggested increasing the 30 day time limit for general banners to 45 days, particularly to cover holiday promotions. Task Force Member Scianna stated his agreement with Robinson. Task Force Member Ashford commented that if the banner looked shabby after 30 days it should be taken down regardless. Task Force Member Scianna stated banner and permanent signage for freeway businesses are too restrictive. Task Force Member Sanford agreed that permanent signage near freeways needed to be expanded.

Task Force Member Scianna stated banners make a difference, especially in this economy and would like to see the regulations loosened. Task Force Member Sanford asked Scianna if temporary banners bring in more business than permanent signage. Task Force Member Scianna replied yes.

Task Force Member Robinson stated the Yoga store put balloons on an A-frame sign and business increased dramatically.

Task Force Member Sanford asked if the Task Force wanted to stipulate that the banners come down for a certain period of time. Task Force Member Robinson replied yes.

Task Force Member Filice stated no banners should be allowed to face the freeway except for auto dealers. Filice further stated the freeway is the gateway coming into the city and should be focused on an appealing sense of arrival.

Task Force Member Rosso stated he did not like the requirement for banner signs to come down for 30 days. Task Force Member Robinson stated a banner could still be up if the banner size was small enough from the maximum size where the banners could be rotated. Rosso responded that would be fine as that is what his business does. He further stated he did feel there should be some limit on banner area.

Task Force Member Filice stated she agreed with the staff proposed time limits as long as there was a provision to close the loop hole of businesses just changing their name (pertaining to Going Out of Business and Grand Opening banners).

Task Force Member Sanford stated she agreed with Task Force Member Filice's concern of the city freeway gateway.

Task Force Member Filice suggested modifying the freeway banner policy so it would not spiral out of control. Filice recommended a pilot program in which the building owner would determine which business could have one banner facing the freeway with one message. She also stated permanent freeway signage should also be allowed. Task Force Member Rosso stated a frame for freeway banner signs could also be required.

The Task Force stated they agreed with staff proposal item one with the change of 30 days to 45 days for banners other than Grand Opening or Going out of business.

For the other two staff proposed items the Task Force tabled the item to come back at the next meeting and requested staff to come back with additional suggestions on banner size.

VI. Presentation of Offsite Residential Open House Signs: Code Enforcement Officer Scott Barron made a presentation regarding offsite residential open house signs that included the current regulations of the city as well as examples of other communities and recommendations by staff. Task Force Member Filice stated she was not aware of the city insurance requirement for signs in the right of way. Code Enforcement Officer Barron explained insurance is required for all signage placed within the city right of way.

Task Force Member Robinson explained the need for portable directional signs to lead potential buyers to open houses and depending on the home location more than four portable directional signs would be needed.

The Task Force agreed not to place a limit on the number of directional signs and stated their agreement with all other aspects of the staff recommendations regarding portable directional signs set out during open house time periods.

Task Force Member Robinson explained that in addition to the portable directional signs that some lots, due to their configuration, really need at least one permanent directional sign. Robinson used examples of flag lots and the recent subdivision on Miller Street. The Task Force agreed to allow up to two permanent directional signs subject to removal at the request of the Community Development Director. The Task Force included the removal language so that permanent directional signs for lots not truly needing them could easily require removal. In addition, the Task Force added language that all placement of signage shall be ADA compliant and not be allowed in the median along Santa Teresa.

Task Force Member Ashford stated that real estate signs in the downtown were getting out of hand, especially the signs on wires that are put into the landscaping. Community Development Director stated the Downtown Specific Plan addresses signage in the downtown that would not support the real estate signs or placement of any sign in the landscape. Task Force Member Robinson explained the difficulty of not having any directional signs for open houses on Monterey downtown, particularly for homes located within a few blocks of Monterey. After considerable discussion on the pros and cons Task Force Member Sanford suggested making a recommendation to Council that they consider a special provision for downtown to allow one temporary directional sign placed in the sidewalk downtown per parcel having an open house. Task Force Member Rosso agreed the downtown was a special district and suggested that the Council look at temporary signage downtown. The determination of the Task Force was to recommend that Council review the signage requirements as they relate to directional real estate signs in the downtown.

Additionally Task Force Member Scianna requested staff take photos of the downtown intersections for review of space availability and placement of signs.

- VII. **Flags, Balloons and Streamers:** This item was tabled until the next Task Force meeting.
- VIII. **Determine Wrap Up and Community Outreach Meetings Schedule:** The determination of the Community outreach meeting dates was tabled until the next Task Force meeting. The Wrap Up meeting was scheduled for March 13, 2013 pending verification of Chairman Bracco and Task Force Member Kat Filice's availability. March 20, 2013 was chosen as alternative date.
- IX. **Adjournment:** The meeting was adjourned at 8:11 pm by Task Force Member Sanford.

ITEM IX

2/12/13

Sign Ordinance Task Force - Committee Process

MEETING	ACTIVITIES
<p>1 Held 9-18-12</p>	<ul style="list-style-type: none"> • Meet and greet • Review scope of work and process • Distribute and provide brief overview of the Sign Ordinance and Related Code Enforcement Efforts • Determine meeting schedule • Share comments and concerns of members
<p>2 Held 10-10-12</p>	<ul style="list-style-type: none"> • Develop an intent or mission statement • Presentation of existing city sign districts/categories • Presentation and discussion of sign districts/categories/zones of other municipalities • Discussion of potential modifications to city sign districts/categories • Discussion of procedure improvements such as new business notification of sign regulations and on-line sign permit application for temporary banner sign permits
<p>3 Held 10-30-12</p>	<ul style="list-style-type: none"> • Continue to Develop an intent or mission statement • Hand held signs • Presentation and discussion of A-frame/portable signs <ul style="list-style-type: none"> ○ Marginally exceeding size limitation ○ Not immediately in front of businesses ○ In landscape or grass areas ○ Multi-tenant locations ○ Business setback from street
<p>4 Held 12-4-12</p>	<ul style="list-style-type: none"> • Discussion of sign quality regulation • Presentation and discussion of banner signs • Presentation and discussion of Temporary signs affixed to vehicles • Presentation and discussion of window signs exceeding 15 days and/or 25% of coverage
<p>5 Held 1-16-13</p>	<ul style="list-style-type: none"> • Continued discussion on banner signs • Presentation and discussion of offsite residential open house signs • Presentation and discussion of flags, balloons and streamers – tabled to next meeting • Going out of business, grand opening and anniversary signs – tabled to next meeting

6	<ul style="list-style-type: none">• Continued discussion on banner signs• Presentation and discussion of flags, balloons and streamers• Going out of business, grand opening and anniversary signs
7	<ul style="list-style-type: none">• Wrap Up Prior to Community Outreach
6	<ul style="list-style-type: none">• Community Outreach
7	<ul style="list-style-type: none">• Review Community Outreach Comments and Finalize Recommendations

March

2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 X	2
3	4 X C.C.	5	6 X GWA T.F.	7 GUSD X P.C.	8 X	9
10	11 X	12	13 PENDING SOTF MTG.	14	15 X	16
17	18 X C.C.	19 X CHAMBERL	20 ALT. DATE SOTF MTG.	21 GUSD X	22 X	23
24	25 X	26	27	28	29 X	30
31						

April

2013

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

