

## Item VII Flags Balloons and Streamers

### Zoning Ordinance Section 37.31 (c)

#### Existing

##### Section 37.31 Prohibited Signs

- (c) 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.

#### Proposed

##### Section 37.31 Prohibited Signs

- (c) Inflatable objects and Balloons designed to move with the wind.

##### To be added to Section 37.24 (f)

Feather banners, streamers and pennants may only be used for special promotions subject to the following:

- a) Special promotions shall consist of fourteen (14) consecutive days or less. Special promotions must be separated by at least fourteen (14) consecutive days.
- b) Feather banners, streamers and pennants may not be placed on vacant property or attached to public property or extent onto adjacent private property, and shall not be attached to utility poles or light standards within the public right-of-way. Streamers and pennants must be at least ten (10) feet above the surrounding ground level.
- c) Feather banners must be securely installed and may not protrude into any public right-of-way, drive aisles, parking spaces or other areas required for vehicular or pedestrian accessibility. Exposed bracing, guy wires or cables are prohibited. Their total maximum height shall not exceed eleven (11) feet in height and two (2) feet six (6) inches in width.
- d) Feather banners, streamers and pennants shall not create a visual obstruction over three (3) feet high adjacent to driveways, alleys or corners pursuant to the visual obstruction requirements of Municipal Code Section 20.60.
- e) The number of feather banners allowed on a site shall not exceed one (1) for every twenty-five lineal feet of frontage along the adjacent public street. The lineal feet of frontage shall be that distance of site frontage facing a public street. Where the site fronts on more than one public street, the lineal feet of frontage shall be calculated by using the longer of any one such frontage.
- f) The placement and use of all feather banners, pennants and streamers shall be subject to the approval of the Community Development Director.

## Item V Continued Discussion of Banner Signs

### Zoning Ordinance Section 37.24 (f)

#### Existing

Temporary banners, and similar advertising devices located over private property to advertise business opening, sales and special promotions which

1. are maintained for a consecutive period of less than thirty (30) calendar days.
2. No more than three (3) such signs shall be allowed for each business.
3. Their size shall not exceed thirty (30) square feet each or ninety (90) square feet total.
4. The total area for all permanent and temporary signs shall not exceed one hundred thirty (130) percent of the maximum allowable signage for the business.
5. Such signs shall not be replaced within ninety (90) calendar days after removal.

#### Proposed

Temporary banners, located over private property to advertise, sales and special promotions which

1. Are maintained for a consecutive period of no more than thirty (30) calendar days. A business may conduct no more than one Grand opening or Going Out of Business sale per location. Temporary banners for Grand Opening sales may be maintained for a consecutive period of no more than sixty (60) calendar days and temporary banners for Going Out of Business sales may be maintained for a consecutive period of no more than ninety (90) calendar days.
2. No more than three (3) temporary banners shall be allowed for each business.
3. 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.

	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	1-½	90
C1, TD and CD Districts	1-½	90
DHD and DED Districts	1-½	150
C3, HC, CM and GD	2	150
M1, M2	2	150

\*Building frontage shall be defined pursuant to Section 37.50(b)

## 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. Portable open house signs may also be erected on the day(s) and time on which the property is available for public showing. Such signs may be off-site and shall comply with the requirements of Section 37.90(4)(7) 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).