



TOWN OF LOS GATOS
PLANNING COMMISSION STAFF REPORT
Meeting Date: March 26, 2014

ITEM NO: 3

- PREPARED BY: Marni F. Moseley, Associate Planner
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- SUMMARY: Interpretation of the Sign Ordinance regarding the definition of a Tenant Directory sign
- FINDINGS: None
- CONSIDERATIONS: None
- RECOMMENDATION: Confirm Town staff's interpretation and adopt a policy to define a tenant directory sign
- EXHIBITS: Previously received with February 26, 2014 Staff Report
1. Town Code Section 29.10.135
 2. Letter defining tenant directory sign
 3. Excerpt from Section 6.8 of the Commercial Design Guidelines
 4. Introduction to Section 6 of the Commercial Design Guidelines
 5. Draft Planning Commission Policy
- Previously received with February 26, 2014 Desk Item
6. Letter Re: 634 N. Santa Cruz Ave (five pages), received September 10, 2013
 7. Letter from Joseph McCarthy (two pages), received February 26, 2014

REMARKS:

On February 26, 2014, the Planning Commission continued this matter with no discussion. Subsequent to this meeting, the Town's Economic Vitality Manager and Planning staff met to discuss the Town's sign guidelines and their intent. The following sections on page 53 of the Commercial Design Guidelines (CDG's) were discussed, which are important for the Planning Commission to consider regarding this matter:

- Opening sentence under Signage: "Signage is a necessary feature to assist residents and visitors in locating goods and services within the community, and it is critical to the economic viability of the individual businesses as well as to the Town as a whole."

- Within orange box:

...

"Assist businesses within the community to inform residents and visitors of their presence."

"Assist residents and visitors in finding businesses and services located within the Community."

...

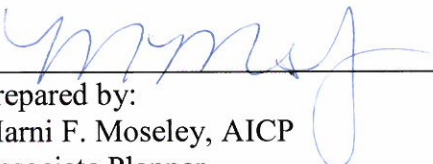
"Avoid the visual chaos of excessive or inappropriate signage."

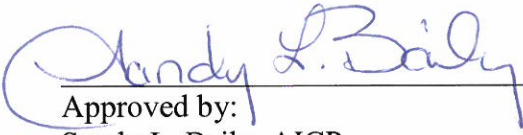
The CDG's uses the term multi-tenant ground signs and there is no reference in the guidelines regarding tenant directory signs. The Town Code does not define tenant directory signs and makes no reference to multi-tenant ground signs. Planning staff has historically considered multi-tenant ground signs and tenant directory ground signs to be the same type of sign. In considering this matter, the Planning Commission could determine that a tenant directory ground sign refers to a ground sign which includes a suite number or address(es) for individual tenants.

If the Planning Commission determines that a tenant directory ground sign includes suite numbers or addresses, the draft policy (Exhibit 5) could be modified to use the following policy definition:

A tenant directory sign is any sign which advertises more than one business and includes the business name(s), address(es) and/or suite numbers. A tenant directory sign is not a building directory sign which is defined by Town Code.

If the Planning Commission makes this determination, up to a maximum of three businesses could be permitted on a ground sign in all commercial zones, provided separate suites and/or addresses of these businesses were not included as part of the sign.


Prepared by:
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Approved by:
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Director of Community Development

SLB:MM:ct

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Monica Renn, Economic Vitality Manager