

City of Gilroy
Sign Ordinance Review Task Force Meeting Minutes
June 11, 2013

PRELIMINARY

Task Force Members Present

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

Staff Present

Kristi Abrams Scott Barron

Members Absent

Peter Arellano Katherine Filice Jaime Rosso

- I. **Welcome and Introductions:** Dion Bracco opened the meeting at 6:02 p.m.
- II. **Public Comment on Non-Agendized Matters:** There were no comments from the public.
- III. **Minutes of February 12, 2013:** Minutes were approved as presented.
- IV. **Correspondence – None.**
- V. **Downtown Specific Plan – A Board Sign Question.** Code Enforcement Officer Scott Barron discussed a handout given to the Task Force members consisting of several sections from the Downtown Specific Plan covering the design guidelines for signs in the downtown. After a brief discussion of the guidelines, Officer Barron pointed out that the proposed modifications to the sign ordinance by the task force should not be impacted by the requirements of the Downtown Specific Plan.
- VI. **Review Proposed Modification to the Sign Ordinance.** Community Development Director Kristi Abrams introduced the proposed modifications to the sign ordinance and explained that the recommendations presented were gleaned from the prior meetings of the Task Force.
 1. Handheld Signs
Code Enforcement Officer Scott Barron made a presentation concerning a decision from the Ninth Circuit Court of Appeals involving the use of handheld signs, and the court's guidelines for regulating commercial speech. The presentation was based on a request for the Task Force to reconsider their decision to make no recommended change to the regulations concerning handheld signs. Chairman Bracco commented that the issue was raised again because he would like to prohibit handheld signs in the downtown. Officer Barron stated that our sign ordinance currently prohibits businesses outside of the downtown from advertising there with handheld signs, since all offsite advertising is prohibited. Community Development Director Kristi Abrams suggested adding language to

clarify that handheld signs may only be allowed onsite and not on public property. The Task Force agreed with this suggestion.

4. Flags, Balloons and Streamers

Chairman Bracco stated, the two biggest issues we have remaining are feather signs and banners; is everyone ok with those sections? Task Force Member Scianna asked about the wording of the proposed modification that only allows an exemption for the auto dealers on Stutz Way. Community Development Director Kristi Abrams suggested adding language to exempt auto dealers located within a close proximity to the freeway such that would cover the auto dealers in the auto mall area as well a freeway abutting vehicle sales elsewhere. After a discussion the taskforce revised the use of feather banners, pennants, Inflatable objects and balloons to include rather than just the Auto Dealers along Stutz Way area to include New Automotive and RV Franchise dealers located within one thousand two hundred (1200) feet east and west of Highway 101.

Community ~~Development Director~~Development Director Kristi Abrams asked, so everyone is ok with the rest of the sections. The task force agreed.-

- VII. Determine Community Outreach Meetings Schedule:** The Community Outreach Meeting was tentatively scheduled for July 9, 2013. The location of the meeting is to be determined; the suggested location was the Senior Center as a 6:00 to 8:00 PM drop-in.

Community ~~Development Director~~Development Director Kristi Abrams announced that the City is looking for committee members for the new General Plan Advisory Committee. The committee will assist with the rewrite of the General Plan.

- VIII. Adjournment:** The meeting was adjourned at 6:52 pm by Chairman Bracco.