



CITY OF SAN MATEO

City Hall
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Agenda Report

Agenda Number: 23

Section Name: {{section.name}}

File ID: {{item.tracking_number}}

TO: City Council

FROM: Prasanna W. Rasiah, City Attorney

PREPARED BY: City Attorney's Office

MEETING DATE: April 04, 2022

SUBJECT:
Ordinance Introduction – Sign Code Amendments

RECOMMENDATION:

Introduce an Ordinance to amend San Mateo Municipal Code Title 25, “Signs” by updating definitions, revising regulations for signs in the public right of way, clarifying the permissible number and dimensions of signs, and making other miscellaneous changes.

BACKGROUND:

The City’s sign ordinance was adopted in 2009 and updated in 2011. Since then, staff has noticed that a few areas of the ordinance would benefit from clarification. Staff has prepared a tracked changes ordinance (Attachment 2) showing the recommended edits. In summary, the recommended edits are:

- 1) Update Section 25.02.030, “Definitions,” to remove definitions that are not used in the ordinance, revise definitions to match the terms used in ordinance, add a definition for “private property,” and define “temporary signs” to include temporary banners.
- 2) Revise heading of Chapter 25.04, “Signs on Public Property,” and Sections within that Chapter to include signs in the public right of way.
- 3) Revise Section 25.04.020(d) to make it clear that signs may be affixed to vehicles but may not be leaned against vehicles in the public right of way. This edit is intended to alleviate the risk of signs littering the public right of way, damaging cars, or obscuring driver sight lines.
- 4) Revise Table 25.6-3 and 25.06-4 to clarify the City’s requirements regarding the permissible number and dimensions of signs.
- 5) Revise heading of Chapter 25.08, “Prohibited, Illegal, and Non-Conforming Signs,” and Sections within that Chapter to include signs in the public right of way.

Staff recommends that the City Council introduce the ordinance with these proposed edits (Attachment 1).

BUDGET IMPACT:

These proposed amendments to the City’s sign ordinance will not affect the City’s budget.

ENVIRONMENTAL DETERMINATION:

In accordance with Public Resources Code Section 21065, introduction and adoption of these amendments to the City’s existing sign ordinance is not a project subject to CEQA, because it can be seen with certainty that the amendments will not have a physical impact on the environment.

NOTICE PROVIDED

All meeting noticing requirements were met.

ATTACHMENTS

Att 1 - Proposed Ordinance

Att 2 - Proposed Ordinance - Track Changes

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