

**CITY OF SAN MATEO
ORDINANCE NO. 2014-7**

AMENDING SECTION 25.06.070, "ZONING REGULATIONS APPLICABLE TO SIGNS ON PRIVATE PROPERTY," OF THE SAN MATEO MUNICIPAL CODE RELATED TO MULTIPLE TENANT BUILDINGS

WHEREAS, Municipal Code section 25.06.070(b)(6)(C) currently provides that signs for all tenants in multi-tenant buildings must be located on the ground level; and

WHEREAS, the City wishes to allow one additional face sign on multi-tenant high rise buildings in order to allow for reasonable and equitable identification of businesses; and

WHEREAS, Municipal Code section 25.06.070(b)(6)(D) currently limits the sign area and number of signs for multi-tenant buildings; and

WHEREAS, in addition to the currently permitted signage, the City wishes to provide that high rise buildings may have one face sign not to exceed 150 square feet in sign area and located 40 feet above ground level; and

WHEREAS, Municipal Code section 25.02.030 defines a high rise building to be a building over fifty feet in height; and

WHEREAS, an additional face sign on high rise buildings will not contribute to visual clutter in that it will not be visible to pedestrians;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF SAN MATEO, CALIFORNIA, ORDAINS AS FOLLOWS:

Section 1. Section 25.06.070, "Zoning Regulations Applicable to Signs on Private Property," subsection (b)(6), "Multiple Tenants," is amended to read as follows:

(b)(6) Multiple Tenants. Where a building contains more than one tenant, the following regulations shall apply:

(A) Sign Area. Shall be calculated per the restrictions set forth in Table 25-06-3, Table 25-06-4, and Table 25-06-5, whichever is applicable. The total area of signs shall not exceed that required for the zoning plot. When a building contains more than one tenant and has more than one street frontage, for the purposes of calculating maximum square footage, the primary street frontage for all the tenants shall be the street upon which the building's main entrance is located, irrespective of the location or address of each individual tenant's main address.

(B) Number of signs. Shall be based on the number of ground floor tenants within the building (that have a street frontage). One sign per each ground floor tenant with street frontage shall be allowed. These signs may be used to advertise any tenant in the building. In addition, one freestanding sign for the entire building may be permitted.

(C) Location of signs. Except as provided in subdivision (E) below, signs for all tenants must be located on the ground level.

(D) Multiple Tenant buildings can opt to conform to the restrictions for single tenant buildings set forth in Table 25-06-3, Table 25-06-4, and Table 25-06-5, whichever is applicable.

(E) High Rise Buildings with Multiple Tenants. High Rise Buildings with multiple tenants may have one Face Sign not to exceed 150 square feet in Sign Area in addition to the Sign Area and number of signs allowed in subdivisions 25.06.070 (b)(6)(A) and 25.06.070 (b)(6)(B) above. High Rise Building Face Signs are subject to the requirements set forth in Municipal Code section 25.06.050(b)(3).”

Section 2. PUBLICATION. This Ordinance shall be published in summary in the San Francisco Examiner, posted in the City Clerk’s Office, and posted on the City’s website, all in accord with Section 2.15 of the Charter and shall be effective 30 days after the date of adoption.

Section 3. ENVIRONMENTAL DETERMINATION. In accordance with California Environmental Quality Act Guidelines, the City has prepared a negative declaration for this project.

Section 4. SEVERABILITY. In the event any section, clause or provision of this Chapter shall be determined invalid or unconstitutional, such section, clause or provision shall be deemed severable and all other sections or portions hereof shall remain in full force and effect.


The foregoing ordinance was introduced on October 20, 2014, and adopted by the City Council of the City of San Mateo, State of California on the 3rd day of November, 2014, by the following vote:

AYES: COUNCIL MEMBERS ROSS, FRESCHET, GOETHALS, LIM and MATTHEWS

NOES: NONE

ABSENT: NONE

ATTEST:


Patrice M. Olds, City Clerk


Robert Ross, Mayor