ORDINANCE NO. 2011-3

AMENDING SECTION 25.04.030, "EXEMPTIONS,"
OF CHAPTER 25.04, "SIGNS ON PUBLIC PROPERTY," OF
THE SAN MATEO MUNICIPAL CODE
REGARDING BANNER SIGNS IN THE PUBLIC RIGHT OF WAY

THE CITY COUNCIL OF THE CITY OF SAN MATEO, CALIFORNIA, ORDAINS that:

Section 1. Subsection (d) of Section 25.04.030, "Exemptions," of the San Mateo Municipal Code is amended to read:

(d) Banners placed on street light poles subject to the following limitations and requirements:

(1) Banners may only be placed on street light poles within commercial areas designated by City Council resolution;
(2) Only banners that announce an activity or event of community-wide interest, or commemorate a community institution located in the City of San Mateo may be placed on street light poles;
(3) No banner shall be placed on a street light pole for more than 90 days within a calendar year, except that banners announcing an event or activity, or commemorating a community institution that are placed by a public agency (such as a local, state or federal agency or special district) and at least partially sponsored by the City may be placed on a street light pole for up to 180 days within a calendar year;
(4) No banner placed on a street light pole shall exceed 25 square feet in area;
(5) At least 75% of the display area of banners placed on street light poles shall contain artwork or text describing the community activity or event, or the institution being commemorated, and no more than 25% of the display area may be used to depict the name or logo of the sponsoring entity, or entities;
(6) Banners and attachments placed on street light poles must obtain approval from the City Engineer to ensure the banners will remain safely affixed to the street light poles and will not present a threat to the safety of those making use of nearby streets and sidewalks;
(7) No banner or attachment shall be placed on a street light pole before an encroachment permit is issued under San Mateo Municipal Code Chapter 17.08; and
(8) Banners must be removed no later than the last date of the authorized display period.

Section 2. PUBLICATION. This Ordinance shall be published in summary in the Examiner Peninsula Edition, posted in the City Clerk's Office, and posted on the City's website, all in accord with Section 2.15 of the Charter.

Section 3. CEQA. This project is exempt from CEQA requirements in that it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment per Guidelines Section 15061(b)(3).

I hereby certify this to be a correct summary of Ordinance 2011-3 introduced March 21, 2011 and adopted by the San Mateo City Council on April 4, 2011 by the following vote:
AYES: Council Members LIM, MATTHEWS, GROTTE, ROSS and LEE
NOES: None
ABSENT: None
(SEAL) /s/ NORMA GOMEZ, City Clerk