

Midcoast Community Council

*An elected Advisory Council to the San Mateo County Board of Supervisors
representing Montara, Moss Beach, El Granada, Princeton, and Miramar*
P.O. Box 248, Moss Beach, CA 94038-0248 - www.MidcoastCommunityCouncil.org

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Chair Vice-Chair Secretary Treasurer

Date: February 8, 2017

To: Steve Monowitz, Community Development Director

Cc: Lisa Aozasa, Ana Santiago, Joan Kling

From: Midcoast Community Council/ Lisa Ketcham, Chair

Subject: **Enforcement of Midcoast Sign Standards**

In June 2015 MCC requested code enforcement regarding flapping pennants strung along the roofline of an El Granada restaurant. In March 2016 County Code Compliance and the Deputy Director informed us that there is no prohibition in existing regulations against the pennants in the urban Midcoast. (Those pennants have since tattered and blown away, but there are other similar violations.)

In rural areas of the Midcoast, LCP Policy 8.21 prohibits brightly illuminated colored, rotating, reflective, blinking, flashing or moving signs, pennants, or streamers. The City of Half Moon Bay has similar prohibitions.

In the urban Midcoast, LCP Policy 8.12.a(2) states, "For all other development, apply design review standards contained in Section 6565.17 and the design criteria set forth in the Community Design Manual."

MCC requests that the County enforce the urban Midcoast sign standards in the 1976 Community Design Manual (p. 21):

- On-premise signs should be integrated with the architectural design of the structure and should not extend above the roofline of the structure.
- Signs should be simple, well designed and constructed of materials which harmonize with their surroundings.
- Brightly illuminated, colored, rotating, reflective, blinking, flashing or moving signs, pennants or streamers should not be permitted.

If the existing sign regulations are not enforceable for some reason, then MCC requests that the wording be added to an updated C-1 zoning ordinance, such as was done for North Fair Oaks.

Thank you for your assistance.