

# Advertising Sign Proliferation along Midcoast Highway 1 – county-designated scenic corridor

MCC presentation 4/10/13

by Lisa Ketcham



Caltrans does not allow advertising signs along the highway within the right of way.

Signs can be reported on District 4 website.

Maintenance category for signs is same as litter.

San Mateo County does not allow signs along county roads within the right of way. Contact Public Works.





Signs tend to proliferate like graffiti.  
People think, "Why don't I get some free advertising too?"  
Smaller sign next to Cafe Lucca sign at Montara Beach advertises  
"Dump Runs".  
(This photo was taken long after the café closed.)

## Definitions (County Zoning Ordinance)

Outdoor advertising = Sign

Any card, cloth, paper, metal, wooden, plastic, or painted sign of any character placed for outdoor advertising purposes on or to the ground or any tree, wall, bush, rock, fence, building, structure, advertising, or things, either privately or publicly owned.

Advertising structure = Billboard

Structure of any kind for outdoor advertising purposes.



This off-site advertising structure in R-1 residential zone has a grandfathered Caltrans Use Permit.

But recently there have been unpermitted additions:

#1 - Lunch 12:00

#2 - Happy Hour 5:00 – 7:00

#3 - 50% off all drinks



County C-1 Zoning District --  
Neighborhood Commercial,  
in Montara, Moss Beach &  
El Granada –

Maximum sign square footage:  
150 on one face,  
(300 in total area on premises)  
Not to project above the roof.

Design Review sign standards:  
The number, location, size,  
design, lighting, materials, and  
use of colors in signs are  
compatible with the  
architectural style of the  
structure they identify and  
harmonize with their  
surroundings.

C-1 zone  
Moss Beach



Local Coastal Program prohibits brightly illuminated colored, rotating, reflective, blinking, flashing or moving signs, pennants, or streamers.



PG&E does not allow signs on their utility poles, but their policy is to remove them at their own discretion and convenience. They do not take requests from the public to remove signs from their poles.