



City of Carson Report to Mayor and City Council

April 19, 2011
New Business Consent

**SUBJECT: MEETING DISPOSITION: CITY COUNCIL COMMERCIAL AND PUBLIC
SIGNAGE SUB-COMMITTEE**

Submitted by Clifford W. Graves
Interim City Manager

Approved by Clifford W. Graves
Interim City Manager

I. SUMMARY

The City Council Commercial and Public Signage Sub-Committee (Mayor Dear and Mayor *Pro Tem* Ruiz Raber) met on April 7, 2011. Attached for the City Council's information is a copy of the meeting disposition (Exhibit No. 1).

II. RECOMMENDATION

RECEIVE and FILE.

III. ALTERNATIVES

PROVIDE additional direction the City Council deems appropriate.

IV. BACKGROUND

At the July 18, 2006 meeting (Exhibit No. 2), staff was instructed to provide a summary report (agenda disposition) at each regular meeting of the City Council of all City Council Sub-committee meetings held during the previous two weeks.

V. FISCAL IMPACT

None.

VI. EXHIBITS

1. April 7, 2011, Commercial and Public Signage Sub-committee disposition. (pg. 3-4)
2. Minutes, July 18, 2006, Item No. 11. (pg. 5)

Document2

Prepared by: Lisa Berglund, Sr. Administrative Analyst

TO:Rev010511

Reviewed by:

City Clerk	<u>City Treasurer</u>
<u>Administrative Services</u>	<u>Development Services</u>
<u>Economic Development Services</u>	<u>Public Services</u>

Action taken by City Council

Date _____ Action _____



CITY OF CARSON
REGULAR MEETING OF THE CITY COUNCIL COMMERCIAL AND PUBLIC SIGNAGE
SUB-COMMITTEE

CARSON CITY HALL
EXECUTIVE CONFERENCE ROOM - SECOND FLOOR
701 East Carson Street
CARSON, CALIFORNIA 90745

APRIL 7, 2011

2:30 P.M.

AGENDA POSTED: MARCH 30, 2011

“In accordance with the Americans with Disabilities Act of 1990, if you require a disability related modification or accommodation to attend or participate in this meeting, including auxiliary aids or services, please call the City Clerk’s office at 310-952-1720 at least 48 hours prior to the meeting.” (Government Code Section 54954.2)

CALL TO ORDER: 2:41 p.m.

ROLL CALL: All present

UNFINISHED BUSINESS

ITEM NO. (1) BANNER PROPOSAL

RECOMMENDATION for the Sub Committee:

1. **ALLOW the report and DISCUSS.**

ACTION: Staff John Signo reported that at last month’s Planning Commission Meeting a request was made for an ordinance to be prepared changing the banner display period from a maximum of 60 days to 90 days, and acknowledged the possibility of a future discussion to extend the period longer. Mayor Dear asked what would need to be done if a longer period of time was necessary. Staff Sheri Repp stated the ordinance would need to be amended and referred to the City Council.

David Dupetit, owner of SW Suits located at 20775 Avalon Boulevard, stated he has been dealing with signage issues with the city for four or five years. His building faces the 405 freeway and the banner works because it can be seen from the freeway and is an effective and inexpensive way to advertise. He would like to see the signage law change for the buildings that face the freeway to give every store the same opportunity as the car lots and Ikea who are allowed to have large freeway facing signs.



**ITEM NO. (11) AGENDA AND DISPOSITION PROCEDURE FOR CITY COUNCIL
COMMITTEES (CITY MANAGER)**

City Manager Groomes summarized the staff report and recommendation.

A discussion ensued regarding how one would be able to differentiate the agenda face from the disposition sheet.

Whereupon, City Manager Groomes stated that the staff would add a heading entitled, "Disposition," to the disposition sheet.

RECOMMENDATION for the City Council:

1. RECEIVE and FILE this report.

ACTION: Mayor Dear ordered to receive and file the report, with no objections heard.

