

		Grand opening can add 30 days for a total of 90 days.
Torrance	90 days per calendar year	Not considered Extension beyond 90 days requires approval from Environmental Quality Commission, subject to certain conditions (has never occurred).

Table 2: Summary of Actions Taken by Other Cities in U.S.

SOURCE AND DATE	TITLE / ARTICLE NAME	CITY	SUMMARY
Agoura Hills Patch 7/20/10	Banners Prove Boon to Business	Agoura Hills, CA	Retail advertising banners can display up to four times with a maximum of 10 days per period and 40 days per year. The maximum banner size increased from 20 to 30 square feet. Policy will be reviewed in July 2011.
USATODAY.com 1/6/09	Cities ease signage rules to boost business	Agoura Hills, CA	The City Council decided in 10/09 to waive the fee and expedite permitting for businesses wanting to hang temporary banners advertising sales or special events.
		Boynton Beach, FL	The City Commission is likely by 2/09 to give businesses more time to display a banner, extending the period from 14 to 90 days a year.
		Victorville, CA	The City Council in 6/09 allowed a large commercial center to increase the size of a sign advertising its various businesses by as much as 25%. The council is considering other business strips to do the same by spring.
City of Claremont 11/10/09	Urgency Ord. 2009-19	Claremont, CA	Businesses may request certain exemptions from municipal code; Ord. suspends the development review fee associated with temporary signs; Ord. automatically expire on 12/31/10

