

### *City Council Commercial & Public Signage Subcommittee*

On January 25, 2011, the City Council Commercial & Public Signage Subcommittee considered a proposal from David Dupetit of 3 Men's Suits \$129.99, to allow year-round banners for the shopping center at 20761-20775 S. Avalon Boulevard. The Subcommittee expressed the need to work with businesses that are struggling due to the economy and discussed possibly amending the Carson Municipal Code. Staff mentioned that regulations are in place to allow for temporary banners and expressed concern that conflicts may arise between businesses if too many banners are permitted for an extended amount of time. The Subcommittee directed staff to bring the item as a workshop to the Planning Commission for consideration. The Subcommittee recommended that the Planning Commission discuss allowing banners and other business signs to be displayed for an extended amount of time. The Subcommittee also urged the Planning Commission to consider options to help businesses struggling through the recession and recommended that if an ordinance amendment is considered, that banners be required to be changed regularly to avoid becoming decrepit and unsightly.

On February 10, 2011, staff met with Mr. Dupetit and discussed his interest in an ordinance amendment to allow year-round banners for commercial properties located within 500 feet of the 405 Freeway, including his store. He indicated a desire to display a 5-foot-high by 50-foot-wide banner facing the freeway. He also mentioned a willingness to consider four-foot-high permanent channel letters if temporary foam letters were considered first and the increased size was effectively visible from the freeway. He was not willing to provide landscaping but would provide some enhanced architectural features.

On February 22 and March 10, 2011, the Planning Commission held workshops to discuss banners. Staff mentioned that in its research it has not been able to find any city that allows for year-round display of banners (365 days per year) as requested by Mr. Dupetit. In the South Bay, only the city of Hawthorne considered amending their ordinance to allow for long-term banner display out of the 12 cities reviewed. However, Hawthorne's consideration did not lead to an ordinance amendment to extend banner displays and no further action was taken. Redondo Beach did not officially amend their ordinance, but according to their staff has become more lenient with enforcement due to the economy. Seven (7) cities allow 90 calendar days or more; four (4) cities, including Carson, allow up to 60 calendar days; and Palos Verdes Estates had the strictest ordinance requiring banners to be displayed for one week, three times a year. The Commission directed staff to draft an ordinance amendment to extend the number of display days for banners from 60 to 90, with the understanding that the Commission may increase the suggested number at a future meeting.