

under the general rule, pursuant to Section 15061(b)(3) of the California Environmental Quality Act (CEQA). The Ordinance Amendment will therefore generate no significant environmental impacts.

V. Conclusion

There have been ongoing discussions regarding assistance to small businesses during the sluggish economy. Extending the display period for banners from 60 to 90 calendar days is one method that can help increase customer traffic. Currently, Section 9136.7(C)(3) of the CMC requires that banners be adequately maintained subject to the satisfaction of the Planning Manager. Banners that are not maintained and become unsightly will be referred to Code Enforcement for immediate action. The 90-day display period is consistent with other cities in the South Bay and will help local businesses advertise for sales and special events.

VI. Recommendation

That the Planning Commission:

- RECOMMEND approval of the proposed Ordinance Amendment to the City Council; and
- WAIVE further reading and ADOPT Resolution No. _____, entitled, "A Resolution of the Planning Commission of the City of Carson recommending approval to the City Council of an Ordinance Amendment to Sections 9136.7 and 9146.7 of the Carson Municipal Code regarding calculation of total allowable sign area and the display period for banners and similar temporary displays."

VII. Exhibits

1. Proposed Ordinance
2. Proposed Resolution
3. Excerpts from the 2003 version of the Carson Municipal Code regarding Sections 9136.7(B)(2) and 9146.7(B)(2)
4. Minutes from the March 10, 2011 Planning Commission workshop

Prepared by: _____
John F. Signo, AICP, Senior Planner

Approved by: _____
Sheri Repp, Planning Officer

Planning Commission
Sign Area Calculation and Banner Display Period
Ordinance Amendment
June 14, 2011
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