

12. PUBLIC HEARING

A) Sign Area Calculation and Banner Display Period

Applicant's Request:

The applicant, city of Carson, is requesting the Planning Commission consider an Ordinance amendment to Sections 9136.7 and 9146.7 of the CMC regarding calculation of total allowable sign area and extending the display period for banners to exceed 60 calendar days for properties citywide.

Staff Report and Recommendation:

Senior Planner Signo presented staff report and the recommendation to RECOMMEND approval of the proposed Ordinance Amendment to the City Council; and WAIVE further reading and ADOPT Resolution No. 11-2394, entitled, "A Resolution of the Planning Commission of the city of Carson recommending approval to the City Council 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."

Vice-Chairman Park asked how and who will enforce the banner displays and the length of time they are displayed.

Senior Planner Signo explained that staff from various departments are able to share the case logs wherein this information is maintained; and noted there is discussion about having the businesses display the banner permits either on the business window or on the backside of the banners.

Code Enforcement Supervisor Tupuola explained that the officers are assigned to specific areas within the city and typically observe how long banners have been displayed; that the businesses are contacted when it is discovered are displaying banners without the benefit of a permit and that they are directed to pull a permit or remove the banners. She added that the officers can call into the office for clerical staff to check the case logs and determine if/when a business has pulled a banner permit. She noted that if there is no permit, the business is given a warning notice, and the officer is then responsible for following up on that notice. She added that the banner applications note which dates the banners will be displayed and when they expire.

Commissioner Verrett noted that the City Council Signage Subcommittee expressed to the Planning Commission their interest to see the banners displayed for a longer period of time than what staff is suggesting, noting the Signage Subcommittee's interest to help out these struggling businesses during these difficult economic times. She stated that she concurs with the subcommittee's recommendation to further extend the period for banner displays as long as the banners remain in good condition.

Planning Officer Repp explained the need for a more comprehensive review of the signage as it relates to the entire city and not just the two businesses requesting longer displays (3 Men's Suits and True Value Hardware); and stated it is not staff's recommendation to allow the banners to be displayed any longer than 90 days, noting a large number of banner displays can tend to look blighted and not be effective.

Commissioner Verrett expressed her belief it could be a workable situation if making some exceptions as long as the size, condition, and location are considered; and pointed out the Signage Subcommittee's intent and her interest in helping these

