

## 12. NEW BUSINESS DISCUSSION

### A) Workshop regarding Long-Term Banners

#### Applicant's Request:

The applicant, city of Carson, is requesting the Commission discuss and consider long-term banners for commercial properties.

#### Staff Report and Recommendation:

Senior Planner Signo presented staff report and the recommendation for the Planning Commission to discuss and consider the information provided for in this workshop; and provide direction to staff on how to proceed.

Senior Planner Signo stated that the Council Signage Subcommittee expressed its concern with the small businesses struggling during this poor economy; and noted their support for these businesses to display their banners for a longer period of time, noting that the Council Signage Subcommittee has referred this matter to the Planning Commission for further consideration. He highlighted Mr. Dupetit's (owner of Men's Suits for \$129.99) proposal for year-round banner displays at the 20761-20775 South Avalon Boulevard shopping center and proposes also that only those small businesses located within 500 feet of the 405 Freeway be included in this proposal; and he added that Mr. Dupetit would also consider a larger sign -- 5 feet by 50 feet -- to be displayed along the back wall of the shopping center that faces the 405 Freeway. He noted that Mr. Dupetit's Design Overlay Review (DOR) permit for the back wall 3-foot channel letter signage was revoked by the Planning Commission, pointing out that Mr. Dupetit would prefer a larger wall sign than what was originally approved by the Planning Commission.

Senior Planner Signo stated that he researched other cities to see if those cities are extending banner display permits, noting that he found no other cities that had amended its ordinance for banner display extensions; but advised that some cities are allowing banner displays to be displayed for up to 90 to 120 days maximum. He added that some cities are giving leniency to banner displays; and mentioned that Carson allows banner displays up to 60 days per calendar year. He advised that the banner display timeline has been extended for shopping centers over 100,000 square feet; noted that the Carson Auto Row is allowed banner displays 8 separate times per year for 16 days per period for specific events/holidays, for a total of 128 days to display banners in a year. In addition, he added that the Carson Auto Row also gets another two specific events to display banners per year above that 128-day total. He stated it is staff's recommendation to extend the banner displays from 60 to 90 calendar days.

Commissioner Brimmer expressed her belief that the large freeway-oriented business signs for South Coast Plaza are very pleasing and effective, suggesting this City allow large freeway-oriented signs for these businesses along the freeway; and stated that this business should be assisted.

