

shown in Table 2, most cities in the South Bay allow 90 calendar days or less of display with a few allowing up to 120 calendar days.

Table 2 – Banners and Temporary Sign Duration for Local Cities

CITY	DURATION	EXTENDED DURATION
CARSON	60 DAYS PER CALENDAR YEAR	CONSIDERING
El Segundo	30 day maximum per period, no more than 120 per calendar year. Announcement or "Coming Soon" sign allowed for a maximum of one (1) year	Not considered
Gardena	Not to exceed 15 consecutive days or 60 total days in any twelve month period	Not considered
Hawthorne	30 days per calendar year, no more than 2 permits issued per year. 30 extra days for Grand Openings only.	Extension considered City Council considered several months ago, however ordinance did not pass.
Hermosa Beach	90 days per calendar year	Not considered
Inglewood	30 day maximum per period, no more than 60 per calendar year	Not considered, requirement for banner permit only recently adopted 5/25/10. Previous honor system was not working.
Lawndale	90 days per calendar year	Not considered
Lomita	Promotional banners may be displayed up to one hundred twenty (120) days per calendar year, but no longer than sixty (60) consecutive days at any one time, and a minimum of thirty (30) days before the next time the banner is displayed	Not considered, No extensions granted past the one hundred twenty (120) days.
Manhattan Beach	90 days per calendar year	Not considered
Palos Verdes Estates	1 week (maximum 3 times per year)	Not considered
Rancho Palos Verdes	30 day maximum per period, no more than 120 per calendar year	Not considered
Redondo Beach	30 days per calendar year, no more than 2 permits issued per year. No more than 60 days for banners strictly associated with initial grand opening.	Not officially considered They have been more lenient with the code because of the economy, allowing 2 permits per year, 30 days each. 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).

If the City Council adopts an ordinance amendment that allows up to 180 calendar days, Carson would have the most permissive ordinance regulating banners as compared with other cities in the area. It should be noted that the ordinance amendment would affect all properties in the city that are zoned commercial or industrial and that any business in those zones could display a banner for up to 180 days if the ordinance amendment passes. For multi-tenant centers, this could potentially mean multiple banners being displayed at the same time for close to half a year.