

Planning Officer Repp explained that this shopping center was not designed for back wall signage, and noted that is why the architectural embellishments were recommended in Mr. Dupetit's DOR. She stated that an ordinance amendment would typically apply throughout the entire city, noting her concern with the proliferation of temporary banners.

In response to Commissioner's Verrett's question, Senior Planner Signo stated that the exception to banner displays was granted to IKEA through a prior ordinance amendment because its building is over 100,000 square feet and clarified that it only applies to the South Bay Pavilion which is zoned CR-MUR-D.

Commissioner Verrett stated that this exception should also benefit the struggling small businesses, especially those adjacent to the freeway.

Senior Planner Signo stated that the Commission could consider amending the ordinance to allow extended banner displays for commercial properties located within 500 feet of the 405 Freeway, or only those located within the CR zone. He pointed out that should the Commission support freeway-oriented properties having extended banner displays, that the ordinance could also include those commercial properties along the 91 and 110 Freeways, not just the 405 Freeway.

Commissioner Gordon stated that he'd like to see evidence that banners increase business; and stated that this Commission has already extended a helping hand to this business owner for a couple of years and that Mr. Dupetit has not abided by the conditions of approval, pointing out that no other business in this shopping center got that same accommodation.

Commissioner Diaz stated he would support extending the banner displays to 90 days.

Commissioner Brimmer reiterated her support for large, permanent signs that face the freeway, such as has been successfully and tastefully done with the South Coast Plaza shopping center.

Commissioner Goolsby noted he would support 120 days for banner displays.

Commissioner Verrett stated she'd like to see more data with regard to staff's research of other cities, pointing out that Mr. Dupetit has put forth a huge effort to keep his business viable in Carson; and noted she would support an ordinance amendment that allows banner displays in good condition to be up for more than 120 days for those businesses along the 405 Freeway and to ultimately put up permanent and effective signage.

Vice-Chairman Park stated he would not support extended banner displays for businesses facing the 405 freeway.

Ronald Shimokaji, resident, stated that it is the business owners who pay for the banners and the permits and that it doesn't cost the city anything by allowing an extended banner display; noted his disappointment with the City not offering any options