

to help these struggling businesses; and he suggested that the Economic Development department be contacted to see if it can provide financial assistance for a more effective freeway-visible sign for this applicant..

Mr. Dupetit stated there are only a handful of retail businesses adjacent to the 405 Freeway, but noted that the large automotive businesses all along the 405 Freeway have very large signage as well as the IKEA business, which is even further away from the freeway. He reiterated that the 3-foot channel letters on the back wall facing the freeway were ineffective and that he needs larger signage to keep his business open, noting he has no doubt that the existing, larger signage has brought in a substantial number of customers to this store; and stated he is out of options for consideration. He stated that he will change the banners periodically and that he won't allow his banners to get in poor condition.

Commissioner Verrett stated that she wants Carson's small businesses to be successful and noted her support for allowing banner displays to be up for a minimum of 120 days; and that she would support a larger sign on the back wall that effectively works for this establishment, possibly an illuminated sign.

Commissioner Brimmer urged staff to look at the effective signage for businesses along the freeway, especially down by the South Coast Plaza; and she suggested that staff take photos of various shopping center signs along the freeway for the Commission's review. She noted her support for extending the banner displays to 120 days and stated this business should have effective freeway-oriented signage.

Planning Officer Repp stated there is not a lot of analytical data related to temporary signage and banners, pointing out that staff believes appropriately placed/sized signage is beneficial to businesses; but added that improperly placed and excessive signage can be a hindrance to bringing in more customer traffic. She noted that staff will prepare an ordinance amendment to allow up to 90 days for banner displays; noting for Commissioner Verrett that the Commission may extend that number when the ordinance amendment is presented to this body.

Commissioner Verrett reiterated that she would like to see a minimum of 120 days in the ordinance amendment.

Planning Commission Decision:

Chairman Faletogo directed staff to draft an ordinance amendment to extend the number of days to 90 for banner displays, understanding the Commission may increase the suggested number at that meeting.

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