

12. PUBLIC HEARING

A) Sign Area Calculation and Banner Display Period

Applicant's Request:

The applicant, city of Carson, is requesting an Ordinance Amendment to Sections 136.7 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 for the Planning Commission 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 of 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 questioned who and how this extension will be managed.

Senior Planner Signo explained that the Planning Division and the Code Enforcement Division can access a shared case log; and noted that discussion is taking place about having the businesses display the banner permits either on the business windows or on the backside of the banners.

Planning Officer Repp advised that the code enforcement officers are getting more involved with the enforcement and requirements of banner displays.

Code Enforcement Supervisor Tupuola explained that the officers are assigned to specific areas within the city and that they typically observe how long banners have been displayed; stated that the businesses are contacted when they 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 their clerical staff to check the case log 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. She added that the banner applications reflect which dates the banners will be displayed and when it expires.

Commissioner Verrett noted that the City Council Signage Subcommittee made it clear they wanted to help the struggling businesses during this poor economy by allowing the banners to be displayed for a longer period of time than what staff is suggesting. 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 stated that a more comprehensive review of the signage relating to the entire city is needed, but stated it is staff's understanding the two businesses mainly asking for banner display extensions are 3 Men's Suits and True Value Hardware; advised that it is not staff's recommendation to alter the ordinance, location