

for display or size of banner, explaining it can easily get out of control and make the city look blighted.

Commissioner Verrett expressed her belief the City can find a way to make this work during these difficult economic times; stated that there should be more flexibility and some exceptions made; that when exceptions are made, consideration should be given to the size, dimensions and whether it blocks motorists' views; and reiterated that these businesses are struggling and need the extra help. She stated that once the economy improves, then the former banner display times can be reinstated. She pointed out that IKEA has a permanent banner display and stated this would be more equitable to the smaller businesses.

Michael Coyne, Midas owner, applauded the effort for lengthening banner displays. He stated that he was required to remove his interior banners in January; explained that it is typical for automotive repair businesses to display promotional banners inside their work bays to advertize services provided; and stated that these banners should be permitted as long as they are inside the bays and in good condition. He added that many automotive repair businesses have since taken their interior banners down with the exception of the Chevron station across the street from City Hall, and a few other automotive businesses are displaying banners on the exterior of their businesses. He added that of great concern to him is that several automotive repair businesses are working on cars outside of the bays and into their parking lots, noting he has contacted the City three times to advise which automotive repair businesses are doing this work outside of their bays; and pointed out that one of those businesses doing work in their parking lot is the station across the street from City Hall. He urged the City to do its enforcement in an equitable fashion.

Planning Officer Repp explained for Commissioner Gordon that if the interior banners are intended to be seen from outside, from the public right-of-way, those would be considered signage and not be permitted. She stated that a business can display interior signage as long as it is intended for those shopping inside their establishments.

Commissioner Verrett stated that the Planning Commission had previously agreed to consider long-term banner displays on a case-by-case basis.

Planning Commission Decision:

Commissioner Verrett moved to deny staff's recommendation and moved to seek a longer period of time for banner displays and to consider this on a case-by-case basis. This motion died due to the lack of a second.

Commissioner Gordon moved, seconded by Commissioner Saenz, to approve staff recommendation, allowing 90 calendar days to display banners; and moved to adopt Resolution No. 11-2394. This motion carried as follows:

AYES: Brimmer, Diaz, Faletogo, Goolsby, Gordon, Saenz, Schaefer
NOES: Park, Verrett
ABSTAIN: None
ABSENT: None