

IV. BACKGROUND

On July 20, 2010, at the request of the Mayor, the City Council considered an item to allow long-term temporary business signs for a shopping center located at 20761-20775 S. Avalon Boulevard. Although the shopping center is located across from the South Bay Pavilion, it does not qualify for a long-term temporary business sign under the current ordinance because the building size does not meet the minimum requirement and the property is located outside of a Mixed-Use Residential Overlay District. The City Council referred the item to the Planning Commission to study and report on amending Section 9136.7(C) of the CMC regarding long-term temporary business signs.

On August 12, 2010, the City Council Commercial and Public Signage Subcommittee held a meeting to discuss allowing banners and other business signs to be displayed for an extended amount of time. The Subcommittee was concerned that many small businesses have lost revenue due to the sluggish economy and that temporary business signs, such as banners, would help increase customer traffic. Section 9136.7(C) of the CMC allows such signs to be displayed for up to 60 calendar days, and the Subcommittee wanted to explore allowing additional time due to economic hardships suffered by many small businesses. The issue was referred to the Planning Commission for consideration.

On October 12, 2010, the Planning Commission held a workshop to discuss long-term temporary business signs (Exhibit No. 3). Staff researched the ordinances of other cities throughout the nation and within the South Bay and presented the findings to the Commission. Staff found that other cities throughout the nation have been considering extending its display period. According to Hawthorne staff, the Hawthorne City Council considered an extension, but the ordinance amendment did not pass and Hawthorne continues to implement its typical zoning ordinance. At the conclusion of the Planning Commission meeting, the Commission discussed the issue and the options available but decided to receive and file without directing staff to take further action.

On January 25, 2011, the City Council Commercial and Public Signage Subcommittee considered a proposal from David Dupetit of 3 Men's Suits \$129.99 to allow year-round banners for the shopping center at 20761-20775 S. Avalon Boulevard. The Subcommittee expressed the need to work with businesses that are struggling due to the economy and discussed possibly amending the CMC. Staff mentioned that regulations are in place to allow for temporary banners and expressed concern that conflicts may arise between businesses if too many banners are permitted for an extended amount of time. The Subcommittee directed staff to bring the item as a workshop to the Planning Commission for consideration. The Subcommittee recommended that the Planning Commission discuss allowing banners and other business signs to be displayed for an extended amount of time. The Subcommittee also urged the