

Planning Commission to consider options to help businesses struggling through the recession and recommended that if an ordinance amendment is to be considered that banners should be required to be changed regularly to avoid becoming decrepit and unsightly.

On January 11, 2011 and January 25, 2011, the Planning Commission held public hearings to consider revoking Mr. Dupetit's application to display freeway-oriented channel letters at his business because certain conditions remained unfulfilled (Design Overlay Review (DOR) No. 1337-09, Variance (VAR) No. 506-09) Resolution No. 09-2274 (Exhibit No. 4). At the January 25, 2011 meeting, the Planning Commission voted to revoke DOR No. 1337-09 for the installation of freeway-oriented channel letters, but upheld VAR No. 506-09 allowing the shopping center to exceed the total allowable square footage. On February 8, 2011, staff presented the Planning Commission with a resolution reflecting its decision, which the Planning Commission adopted.

On February 10, 2011, staff met with Mr. Dupetit and discussed his interest in an ordinance amendment to allow year-round banners for commercial properties located within 500 feet of the 405 Freeway, including his store. He indicated a desire to display a 5-foot-high by 50-foot-wide banner facing the freeway. He also mentioned a willingness to consider four-foot high permanent channel letters if temporary foam letters were considered first and the increased size was effectively visible from the freeway. He was not willing to provide landscaping but would provide some enhanced architectural features.

On February 22, 2011 and March 10, 2011, the Planning Commission held workshops to discuss banners (Exhibit Nos. 5 and 6). Staff mentioned that in its research, it has not been able to find any city that allows for year-round display of banners (365 days per year) as requested by Mr. Dupetit. In the South Bay, only the city of Hawthorne considered amending its ordinance to allow for long-term banner display out of the 12 cities reviewed. However, Hawthorne's consideration did not lead to an ordinance amendment to extend banner displays and no further action was taken. Redondo Beach did not officially amend its ordinance, but, according to their staff, has become more lenient with enforcement due to the economy. Seven cities allow 90 calendar days or more; four cities, including Carson, allow up to 60 calendar days; and Palos Verdes Estates has the strictest ordinance, requiring banners to be displayed for one week three times a year. The Commission directed staff to draft an ordinance amendment to extend the number of display days for banners from 60 to 90, with the understanding that the Commission may increase the suggested number at a future meeting.

On June 14, 2011, at a noticed Public Hearing, the Planning Commission considered an ordinance amendment to change the display period for banners from 60 to 90 calendar days as described in Section 9136.7(C)(1), signs for commercial uses, and Section 9146.7(C)(1), signs for industrial uses, of the CMC. The proposed ordinance amendment also reinstated missing sections dealing with