

allowable square footage found in earlier versions of the CMC under Sections 9136.7(B)(2) (Exhibit No. 7), which through various ordinance amendments were omitted over the years. Those sections read as follows:

Section 9136.7(B)(2), First sentence-Commercial Signs

“The total sign area per lot shall not exceed an area in square feet equal to two times the linear feet of lot frontage on a public street or streets. Lot frontage on a freeway shall not be considered in computing this figure.”

Section 914637(B)(2), First sentence-Industrial Signs

“The total sign area per lot shall not exceed an area in square feet equal to 2 times the linear feet of lot frontage on a public street or streets for the first 100 feet of frontage, plus one-half times the frontage in excess of 100 feet. Lot frontage on a freeway shall not be considered in computing this figure.”

At the conclusion of the Public Hearing, the Planning Commission voted to recommend approval to the City Council of Ordinance No. 11-1475 (Exhibit No. 8).

V. FISCAL IMPACT

Extending the display period for banners and other similar displays may provide a local economic benefit by incrementally increasing sales revenue for businesses, which would increase sales tax revenue collected by the city.

VI. EXHIBITS

1. Planning Commission Resolution No. 11-2394. (pgs. 6-7)
2. Planning Commission Staff Report for Ordinance Amendment, dated June 14, 2011 (without Exhibits). (pgs. 8-15)
3. Excerpt of Planning Commission Minutes dated October 12, 2010. (pg. 16)
4. Planning Commission Resolution No. 09-2274. (pgs. 17-23)
5. Excerpt of Planning Commission Minutes dated February 22, 2011. (pg. 24)
6. Excerpt of Planning Commission Minutes dated June 14, 2011. (Pgs. 25-26)
7. Excerpt of Planning Commission Minutes dated March 10, 2011. (pgs. 27-29)
8. Draft Ordinance No. 11-1475. (pgs. 30-32)

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