

REPORT TO CITY COUNCIL

DATE: AUGUST 24, 2011

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: GREG RAMIREZ, CITY MANAGER

BY: MIKE KAMINO, DIRECTOR OF PLANNING AND COMMUNITY DEVELOPMENT

SUBJECT: APPROVE RESOLUTION NO. 11-1640, ALLOWING FOR THE DISPLAY OF TEMPORARY BANNERS ON PRIVATE PROPERTY FOR TEMPORARY BUSINESS ENHANCEMENT FOR A NINE-MONTH PERIOD

The request before the City Council is to approve the attached Resolution No. 11-1640, allowing for the display of temporary banners on private property for temporary business enhancement for a nine-month period, expiring on May 24, 2012. This item was discussed by the City Council on August 10, 2011.

Since 2008, and through several time extensions, the City Council has allowed the temporary display of retail banners to assist in stimulating local business. The most recent time extension, which was approved on July 14, 2010, expired on July 14, 2011. At the request of the Land Use/Economic Development Committee (LU/EDC), the City Council, on August 10, 2011, discussed whether or not to extend the allowance of temporary display of retail banners in the City. The Council supported an additional nine-month extension with the same criteria as was most recently allowed, which includes the following:

1. Retail, restaurant, and hotel businesses shall be entitled to the display of one temporary banner on private property, not to exceed thirty (30) square feet in size, up to four (4) times during the nine-month period, at the discretion of the business owner. The banner may be displayed for a maximum of up to ten (10) days per event, with no limit on consecutive days/events.
2. The temporary banner shall be of a quality design approved by the Director of Planning and Community Development. The banner shall be placed on the building serving the business. Alternate locations for placement of the banner may be approved by the Director where visibility of the banner on the building is negatively impacted.
3. The temporary retail banner shall not be used for real estate advertising or leasing purposes.

4. The banner shall be subject to issuance of a sign permit. The required sign permit fee for temporary banners shall be \$40.00, which is equivalent to the Planning Department plan check fee.

As requested by the City Council, staff will monitor the program during the nine-month period and, with assistance from the Greater Conejo Valley Chamber of Commerce and the City Business Task force, attempt to provide to the City Council a quantitative analysis on the program's benefits to the local retail business.

RECOMMENDATION

Staff recommends the City Council approve the attached Resolution No. 11-1640, allowing for the display of temporary banners on private property for temporary business enhancement for a 9-month period, expiring on May 24, 2012.

Attachment: Resolution No. 11-1640

RESOLUTION NO. 11-1640

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF AGOURA HILLS, CALIFORNIA, TEMPORARILY ALLOWING, FOR BUSINESS ENHANCEMENT PURPOSES, THE DISPLAY OF A MAXIMUM THIRTY-SQUARE-FOOT RETAIL BANNER ON PRIVATE PROPERTY THROUGH MAY 24, 2012

WHEREAS, the City of Agoura Hills acknowledges the current national economic impact to retail businesses located within the City; and

WHEREAS, retail sales for businesses and commercial leasing opportunities are needed for business sustainability and enhancement; and

WHEREAS, the purpose of the City sign ordinance is to support and promote viable business by allowing signage that provides adequate identification; and

WHEREAS, business sign regulations are intended to promote fairness in competition and retain identity in the business community.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Agoura Hills as follows:

During the period from August 24, 2011, through May 24, 2012, in addition to the basic sign entitlement permitted in the City Sign Ordinance (Zoning Ordinance Section 9655), the following temporary displays shall be allowed with the issuance of a sign permit from the City of Agoura Hills:

- A. Retail, restaurant, and hotel businesses shall be entitled to the display of one temporary banner on private property, not to exceed thirty (30) square feet in size, up to four (4) times during the nine-month period, at the discretion of the business owner. The banner may be displayed for a maximum of up to ten (10) days per event, with no limit on consecutive days/events. The temporary banner shall be of a quality design approved by the Director of Planning and Community Development. The banner shall be placed on the building serving the business. Alternate locations for placement of the banner may be approved by the Director where visibility of the banner on the building is negatively impacted. The temporary retail banner shall not be used for real estate advertising or leasing purposes.
- B. The required sign permit fee for temporary banners shall be \$40.00, which is equivalent to the Planning Department plan check fee.

Resolution No. 11-1640

PASSED, APPROVED, and ADOPTED this 24th day of August, 2011, by the following vote to wit:

AYES: (0)
NOES: (0)
ABSTAIN: (0)
ABSENT: (0)

Harry Schwarz, Mayor

ATTEST:

Kimberly M. Rodrigues, City Clerk