

## REPORT TO CITY COUNCIL

**DATE:** APRIL 10, 2013

**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. 13-1698, EXTENDING THE ALLOWANCE FOR THE DISPLAY OF TEMPORARY RETAIL BANNERS ON PRIVATE PROPERTY FOR A ONE-YEAR PERIOD, FOR TEMPORARY BUSINESS ENHANCEMENT

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The request before the City Council is to approve the attached Resolution No. 13-1698, extending the allowance for the display of temporary banners on private property for temporary business enhancement for a one-year period, expiring on April 10, 2014.

Since 2008, and through several time extensions, the City Council has allowed the temporary display of retail banners to assist in stimulating local business. Most recently, on May 23, 2012, the City Council discussed whether or not to extend the allowance of temporary display of retail banners in the City. As recommended at the time by the Land Use/Economic Development City Council Sub-Committee (LU/EDC), the Council approved, on a 4-0 vote (Mayor Weber was absent), an additional eight-month extension with the same criteria as was previously allowed, which included 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.

With their approval, the City Council requested staff to monitor the program during the eight month period and to consider returning to the City Council with a pre-screen review item to discuss the possibility of amending the zoning ordinance to allow the temporary display of retail banners on a permanent basis. The temporary extension of the retail banner displays expired on January 23, 2013.

During this eight-month period, a total of 8 businesses obtained permits for a temporary retail banner display. This total represents a decrease from the 11 businesses which obtained a permit during the previous approved nine-month period (September 2011 to May 2012), and a decrease from the 23 permits obtained from the 12-month period during July, 2010, to July, 2011. Also, during this last eight-month period, 7 businesses displayed retail banners without obtaining a permit, thus involving code enforcement action to be taken.

The LU/EDC reviewed the matter on March 5, 2013. Rather than amending the Zoning Ordinance to allow temporary retail banners, the Committee recommended, in light of the recovering economy, that the City Council extend the allowance for temporary retail banners for a one-year period by resolution, with the same criteria as previously approved by the City Council. Staff will continue to monitor the display of temporary retail banners and the local businesses' interest in the program.

## **RECOMMENDATION**

Based on the recommendation of the LU/EDC, staff recommends the City Council approve the attached Resolution No. 13-1698, allowing for the display of temporary retail banners on private property for a one-year period, for temporary business enhancement, expiring on April 10, 2014.

Attachment: Resolution No. 13-1698

**RESOLUTION NO. 13-1698**

**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 APRIL 10, 2014**

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 April 11, 2013, through April 10, 2014, 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. 13-1698

PASSED, APPROVED, and ADOPTED this 10<sup>th</sup> day of April, 2013, by the following vote  
to wit:

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

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Denis Weber, Mayor

ATTEST:

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Kimberly M. Rodrigues, City Clerk