

REPORT TO CITY COUNCIL

DATE: OCTOBER 22, 2008

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. 08-1502, ALLOWING FOR THE DISPLAY OF TEMPORARY BANNERS ON PRIVATE PROPERTY FOR TEMPORARY BUSINESS ENHANCEMENT FOR A THREE-MONTH PERIOD

The request before the City Council is to approve the attached Resolution No. 08-1502, allowing for the display of temporary banners on private property for temporary business enhancement for a three-month period, expiring on January 22, 2009.

The Economic Development Committee (EDC) has acknowledged the negative impact of the national economy on local businesses. To relieve some of this impact, and to assist in stimulating retail sales during the holiday season, the EDC requests the City Council allow each retail business to display one temporary banner for a three-month period. One of the purposes of the City's business sign regulations is to promote fairness in competition and retain identity in the business community. In addition, the sign ordinance is intended to support and promote viable business by allowing signage that provides adequate identification.

To meet these goals, staff recommends the City Council approve the attached Resolution to allow for the display of one temporary banner for each retail business in the City with the issuance of a sign permit. The sign permit requirement will allow staff to ensure that the banners are of good quality, are conditioned to be removed by January 22, 2009, and are located on the building serving the business, unless negative visibility of the banner requires the Director of Planning and Community Development to consider alternate locations on the site. Staff also recommends the maximum size of the banner be twenty (20) square feet, which is consistent with the maximum size of tenant occupancy and grand opening banners.

RECOMMENDATION

Staff recommends the City Council approve the attached Resolution No. 08-1502, allowing for the display of temporary banners on private property for temporary business enhancement for a three-month period.

Attachment: Resolution No. 08-1502

RESOLUTION NO. 08-1502

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF AGOURA HILLS, CALIFORNIA, ALLOWING THE DISPLAY OF TEMPORARY BANNERS ON PRIVATE PROPERTY FOR TEMPORARY COMMERCIAL BUSINESS ENHANCEMENT FOR A THREE-MONTH PERIOD

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 during the holiday season is 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 signs 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 October 23, 2008 through January 22, 2009, in addition to the basic sign entitlement permitted in the City Sign Ordinance (Zoning Ordinance Section 9655), the following temporary display of temporary business signs shall be allowed on private property serving the retail businesses in the City.

1. With the issuance of a sign permit from the City of Agoura Hills, retail businesses shall be entitled to the display of one temporary banner not to exceed twenty (20) square feet in size.
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.

Resolution No. 08-1502

PASSED, APPROVED, and ADOPTED this ____ day of _____, 2008, by the following vote to wit:

AYES:

NOES:

ABSTAIN:

ABSENT:

John M. Edelston, Mayor

ATTEST:

Kimberly M. Rodrigues, City Clerk