

REPORT TO CITY COUNCIL

DATE: JANUARY 28, 2009

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. 09-1515, ALLOWING FOR THE DISPLAY OF TEMPORARY BANNERS ON PRIVATE PROPERTY FOR TEMPORARY BUSINESS ENHANCEMENT FOR AN EXTENDED TWO-MONTH PERIOD

The request before the City Council is to approve the attached Resolution No. 09-1515, allowing for the display of temporary banners on private property for temporary business enhancement for an extended two-month period, expiring on March 28, 2009.

In light of the negative impact of the national economy to local businesses, on October 22, 2008, the City Council approved Resolution No. 08-1502, allowing each retail business to display one temporary banner for a three-month period. The City subsequently clarified that hotels would be allowed to display the business banners within the same three-month period. The City Council's action to allow the temporary banner displays was done to assist in stimulating business during the holiday season.

At their meeting of January 14, 2009, the City Council expressed a desire to allow the temporary banner displays to be extended for a two-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 two-month extended display of one temporary banner for each retail, restaurant, and hotel business in the City, expiring on March 28, 2009, with the issuance of a sign permit. The sign permit requirement will allow staff to ensure that the banners are of good quality, 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. The draft resolution would not require businesses to obtain a new sign permit for the banner display if a permit was previously issued for the same banner. In addition, the temporary banner allowance would not pertain to real estate advertising or leasing purposes. Rather, the sign ordinance currently allows

for commercial real estate advertising in the form of ground-mounted signage and window signage.

RECOMMENDATION

Staff recommends the City Council approve the attached Resolution No. 09-1515, allowing for the display of temporary banners on private property for temporary business enhancement for an extended two-month period.

Attachment: Resolution No. 09-1515

RESOLUTION NO. 09-1515

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 AN EXTENDED TWO-MONTH PERIOD

WHEREAS, on October 22, 2008, the Agoura Hills City Council adopted Resolution No. 08-1502, allow for the display of temporary commercial 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 is needed at this time 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.

WHEREAS, the Agoura Hills City Council finds it necessary to extend the temporary commercial banner displays for an additional two-month period.

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

During the period from January 29, 2009 through March 28, 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, restaurant and hotel businesses in the City.

1. With the issuance of a sign permit from the City of Agoura Hills, retail, restaurant and hotel businesses shall be entitled to the display of one temporary banner not to exceed twenty (20) square feet in size. A new sign permit shall not be required if one was previously issued by the City for the same banner.
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. 09-1515

3. The temporary banner shall not be used for real estate advertising or leasing purposes.

PASSED, APPROVED, and ADOPTED this ____ day of _____, 2009, by the following vote to wit:

PASSED, APPROVED, AND ADOPTED this ____ day of _____ 2009, by the following vote to wit:

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

Denis Weber, Mayor

ATTEST:

Kimberly M. Rodrigues, City Clerk