

## REPORT TO CITY COUNCIL

**DATE:** MARCH 11, 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:** CONSIDERATION OF RESOLUTION NO. 09-1520, TEMPORARILY ALLOWING, FOR BUSINESS ENHANCEMENT PURPOSES, THE DISPLAY OF COMMERCIAL LEASE BANNERS AND A MAXIMUM TEN-SQUARE-FOOT COMMERCIAL LEASE WINDOW SIGN ON PRIVATE PROPERTY FOR A SIX-MONTH PERIOD, AND EXTENDING THE PERMITTED DAYS FOR COMMERCIAL OUTDOOR DISPLAYS FOR A THREE-MONTH PERIOD

---

The request before the City Council is to approve the attached Resolution No. 09-1520, temporarily allowing, for business enhancement purposes, the display of commercial lease banners and a maximum ten-square-foot commercial lease window sign on private property for a six-month period, and extending the permitted days for commercial outdoor displays for a three-month period.

In light of the negative impact of the national economy on local businesses, the City Council expressed their desire at their meeting of February 11, 2009, to allow for additional temporary business enhancement measures beyond the current temporary retail banner allowance for commercial businesses in the City. Specifically, the City Council supported allowing for the temporary display of commercial lease banner signs on commercial property and extending the period for outdoor displays of merchandise.

On February 26, 2009, the Agoura Hills Business Task Force considered the enhancement measures discussed by the City Council. The Business Task Force supports the measures and recommends that the commercial lease banners be limited to one per retail center. Although the City Council had recommended the commercial lease banners be allowed for a three-month period, the consensus of the Business Task Force was that the banners be allowed for six months. Based on the previous recommendation of the City Council, the draft resolution would allow the display of a 20-square-foot commercial lease banner for a three-month period expiring on May 31, 2009, subject to issuance of a sign permit. However, the City Council may wish to consider the Business Task Force's recommendation to extend the display period to six months, thus amending the draft resolution accordingly.

Commercial lease window signage was also discussed by the Business Task Force, which recommended the City Council consider temporarily expanding the allowable size of commercial lease window signs. The Sign Ordinance currently allows for the display of a four-square-foot tenant lease advertising sign to be displayed in the window area, subject to the issuance of a sign permit. The Business Task Force discussed allowing for a ten-square-foot sized sign, which staff finds to be appropriate, but left the preferred size to the City Council. The draft resolution would allow, with the issuance of sign permit, a maximum ten-square-foot commercial lease sign to be displayed in a tenant window area for a six-month period.

The City Council's proposal to expand the period of outdoor display of merchandise for retail stores from the first weekend of the month to the first and third weekend of the month was also supported by the Business Task Force and is included in the draft resolution. This temporary allowance would expire on May 31, 2009, as previously proposed by the City Council.

The Business Task Force also recommended the City Council consider allowing every business in the City to display a banner and their retail merchandise outdoors during citywide events and in particular, during the day of the Dole Great Race of Agoura Hills on March 28, 2009, without being subject to a permit. Since this issue was not previously discussed by the City Council, it is not included in the attached draft resolution. However, if the City Council wishes to include this one-day allowance, they may add it to the resolution with a majority consensus.

## **RECOMMENDATION**

Staff recommends the City Council approve the attached Resolution No. 09-1520, allowing, for business enhancement purposes, the display of commercial lease banners and a maximum ten square foot commercial lease window sign on private property for a six-month period, and extending the permitted days for commercial outdoor displays for a three-month period.

Attachment: Resolution No. 09-1520

RESOLUTION NO. 09-1520

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF AGOURA HILLS, CALIFORNIA, TEMPORARILY ALLOWING, FOR BUSINESS ENHANCEMENT PURPOSES, THE DISPLAY OF COMMERCIAL LEASE BANNERS AND A MAXIMUM TEN-SQUARE-FOOT COMMERCIAL LEASE WINDOW SIGN ON PRIVATE PROPERTY FOR A SIX-MONTH PERIOD, AND EXTENDING THE PERMITTED DAYS FOR COMMERCIAL OUTDOOR DISPLAYS 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 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 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:

1. During the period from March 12, 2009 through May 31, 2009, in addition to the basic sign entitlement permitted in the City Sign Ordinance (Zoning Ordinance Section 9655), the following temporary display of commercial lease banners shall be allowed on private commercial property in the City. With the issuance of a sign permit from the City of Agoura Hills, one temporary commercial lease banner, not to exceed twenty (20) square feet in size, is allowed to be displayed in each retail center located within the CR, CRS, CS, BP-M, BP-OR, and SP zoning districts. The temporary commercial lease banner shall be of a quality design approved by the Director of Planning and Community Development. The banner shall be placed on the building it serves. Alternate locations for placement of the banner may be approved by the Director where visibility of the banner on the building is negatively impacted.
2. During the period from March 12, 2009 through September 12, 2009, in addition to the basic sign entitlement permitted in the City Sign Ordinance (Zoning Ordinance Section 9655), the temporary display of a maximum 10 square foot sized commercial lease window sign shall be allowed on private commercial property in the City located within the CR, CRS, CS, BP-M, BP-OR, and SP zoning districts. Such signs shall be subject to issuance of a sign permit from the City of Agoura Hills.

Resolution No. 09-1520

3. During the period from March 11, 2009 through May 31, 2009, in addition to the commercial outdoor display standards of Zoning Ordinance Section 9637, outdoor display of commercial merchandise shall be temporarily extended for existing retail businesses. Commercial outdoor display of merchandise shall be permitted where retail goods are sold on the first and third weekend of every month. The first weekend of the month is defined as the first consecutive Friday, Saturday and Sunday. The outdoor merchandise displays shall be subject to the Periodic Outdoor Display Operation Standards of Zoning Ordinance Section 9397.1.

PASSED, APPROVED, and ADOPTED this 11<sup>th</sup> day of March, 2009, by the following vote to wit:

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

---

Denis Weber, Mayor

ATTEST:

---

Kimberly M. Rodrigues, City Clerk