


REPORT TO CITY COUNCIL

DATE: OCTOBER 14, 2009

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: GREG RAMIREZ, CITY MANAGER 

BY: MIKE KAMINO, DIRECTOR OF PLANNING AND COMMUNITY DEVELOPMENT *mk*

SUBJECT: APPROVE RESOLUTION NO. 09-1555; ALLOWING FOR THE TEMPORARY DISPLAY OF A RETAIL BANNER AND COMMERCIAL LEASE BANNER ON PRIVATE PROPERTY, AN INCREASE IN THE SIZE OF COMMERCIAL LEASE WINDOW SIGNS, AN EXTENSION OF OUTDOOR DISPLAYS OF COMMERCIAL MERCHANDISE, AND TO ALLOW THE CONTINUED DISPLAY OF A TEMPORARY MONUMENT SIGN COVER FOR THE FARMERS MARKET, THROUGH JANUARY OF 2010

The request before the City Council is to approve the attached Resolution No. 09-1555, allowing for the temporary display of a retail banner and commercial lease banner on private property, an increase in the size of commercial lease window signs, and an extension of outdoor displays of commercial merchandise. This resolution is being brought to the City Council for adoption pursuant to direction given to staff at the September 23, 2009, City Council meeting.

During the last year, the City Council has recognized the negative impact of the national economy on local businesses. As such, beginning on October 22, 2008, and with additional action taken on January 28, 2009, and March 11, 2009, and with input from the City Business Task Force, the City Council approved several temporary measures to enhance local business, including the allowance of a retail banner and commercial lease banner on private property, increasing the size of commercial lease window signs, and extending the allowable days of outdoor displays of commercial merchandise. These temporary allowances expired. On September 23, 2009, the City Council expressed a desire to continue allowing these same business enhancement measures on a temporary basis, specifically through January of 2010. Accordingly, staff has prepared the attached Resolution for adoption by the City Council.

The owner of the Agoura Hills City Mall at 5835 Kanan Road has requested that the temporary fabric sign covering the monument sign advertising the Farmers Market be allowed to be included as part of the temporary business enhancements. Staff allowed this temporary sign to be displayed initially for a 3-week period and then only on weekends through September. The Farmers Market occurs on Sundays, and the owner has indicated his desire to display this temporary sign on the weekends. To assist in advertising this weekly community event, staff

recommends that the temporary fabric monument cover be allowed to be displayed as requested, from Friday afternoon to Monday morning, through January 2010.

As requested by the City Council at the September 23, 2009 City Council meeting, staff will return with a monitoring report of all the above temporary business enhancements in January 2010.

RECOMMENDATION

Staff recommends the City Council approve the attached Resolution No. 09-1555, allowing for the temporary display of a retail banner and commercial lease banner on private property, an increase in the size of commercial lease window signs, an extension of outdoor displays of commercial merchandise, and the temporary weekend display of a fabric monument sign cover for the Farmers Market through January of 2010.

Attachment: Resolution No. 09-1555

RESOLUTION NO. 09-1555

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF AGOURA HILLS, CALIFORNIA, TEMPORARILY ALLOWING, FOR BUSINESS ENHANCEMENT PURPOSES, THE DISPLAY OF A MAXIMUM TWENTY-SQUARE-FOOT RETAIL BANNER AND COMMERCIAL LEASING BANNER ON PRIVATE PROPERTY, A MAXIMUM TEN-SQUARE-FOOT COMMERCIAL LEASE WINDOW SIGN ON PRIVATE PROPERTY, EXTENDING THE PERMITTED DAYS FOR OUTDOOR DISPLAYS OF COMMERCIAL MERCHANDISE, AND ALLOWING THE TEMPORARY DISPLAY OF A FABRIC MONUMENT SIGN COVER FOR THE FARMERS MARKET, THROUGH JANUARY OF 2010

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:

1. During the period from October 15, 2009, through January 31, 2010, 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 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. 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. One temporary commercial lease banner, not to exceed twenty (20) square feet in size, is allowed to be displayed on private property 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.
 - C. The temporary display of a maximum ten (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.
 - D. The temporary display of a fabric monument sign cover for the Farmers Market at the Agoura Hills City Mall located at 5835 Kanan Road during weekends (Friday afternoon through Monday morning).
2. During the period from October 15, 2009 through January 31, 2010, 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 14th day of October, 2009, by the following vote to wit:

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

Denis Weber, Mayor

ATTEST:

Kimberly M. Rodrigues, City Clerk