

CITY OF MONTCLAIR

**AGENDA FOR SPECIAL JOINT MEETING OF THE
CITY COUNCIL AND REDEVELOPMENT AGENCY BOARD OF DIRECTORS**

To be held in the Council Chambers
5111 Benito Street, Montclair, California

July 6, 2009

5:45 p.m.

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. PUBLIC COMMENT**

This section is intended to provide members of the public with an opportunity to comment on any subject that does not appear on this agenda. Each speaker will be afforded five minutes to address the City Council and the Redevelopment Agency Board of Directors. (Government Code Section 54954.3)

- IV. COUNCIL/AGENCY WORKSHOP**
 - A. DISCUSSION RELATED TO THE REGULATION OF TEMPORARY PROMOTIONAL BANNERS**
- V. ADJOURNMENT**

Reports, backup materials, and additional materials related to any item on this Agenda distributed to the City Council, Redevelopment Agency Board, or Montclair Housing Corporation Board after distribution of the Agenda packet are available for public inspection in the Office of the City Clerk located at 5111 Benito Street, Montclair, California, between 7:00 a.m. and 6:00 p.m., Monday through Thursday.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk at (909) 625-9415. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title II)

I, Donna M. Jackson, City Clerk, hereby certify that I posted, or caused to be posted, a copy of this Agenda not less than 72 hours prior to this meeting on the bulletin board adjacent to the south door of Montclair City Hall on July 1, 2009.

AGENDA REPORT

SUBJECT: CONSIDER MODIFICATIONS TO THE REGULATION OF TEMPORARY PROMOTIONAL BANNERS

DATE: July 6, 2009

SECTION: ADMIN. REPORTS

ITEM NO.: 1

BUSINESS PLAN: N/A

FILE I.D.: SIG180

DEPT.: COMMUNITY DEV.

REASON FOR CONSIDERATION: In response to a request by a Montclair business owner, the City Council is asked to consider modifications to the City's current Sign Ordinance as it relates to the display of temporary promotional banners.

BACKGROUND: During the "Public Comment" portion of the June 15 City Council meeting, Ms. Shannon Juarez, owner of Nutri-Body located at 9885 Central Avenue, asked that Council consider increasing the amount of time that temporary promotional banners may be displayed. Ms. Juarez believes that Montclair businesses should be afforded added flexibility in advertising to help generate additional business during the current economic downturn.

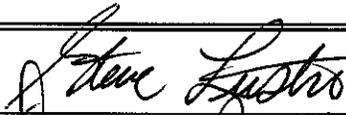
Subsequent to the June 15 City Council meeting, staff submitted a survey question to the League of California Cities' electronic ListServ asking the following:

For those jurisdictions that regulate the display of temporary, building-mounted promotional banners for businesses, are there any that have changed or relaxed standards solely because of the economy? If so, please indicate the original standards (such as maximum number of display days allowed annually, banner size, etc.), and what the relaxed standards allow. If your jurisdiction regulates banners but has not modified its standards, please indicate what your rules are regarding banner display.

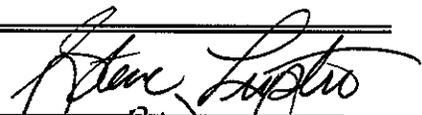
A total of 21 cities responded to staff's inquiry. Additionally, staff reviewed the temporary banner regulations of three nearby cities. The regulations for these 24 cities are summarized in the attached table. In general, the survey revealed the following:

- Only one city (Rocklin) has relaxed its temporary banner standards in response to the economy, although Dublin and Pico Rivera are considering similar actions.
- Montclair's 48-day maximum for the display of temporary banners is less than the average (69.5 days) for the cities surveyed.
- The maximum allowed size for a banner in Montclair (50 square feet) is more generous than most of the surveyed cities.

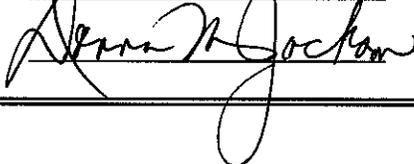
Prepared by:



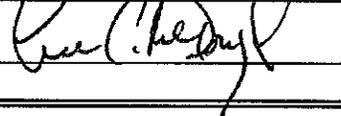
Reviewed and Approved by:



Proofed by:



Presented by:



Staff foresees no major issues in the event the City Council desires to increase the amount of time a promotional banner may be displayed. If Council chooses to temporarily relax the current banner standards in this manner, staff would prefer that it be as a policy directive rather than a Sign Code amendment. The directive should identify the temporary changes along with a sunset date, at which time the interim policy can be assessed in order to determine whether it should be extended or modified or whether a permanent Sign Code amendment should be considered.

FISCAL IMPACT: The current temporary sign permit fee is \$20, which is borne by the applicant and is satisfactory in covering the staff costs of issuing the permit, entering the information in a log, forwarding a copy of the permit to the Code Enforcement Unit, and updating the weekly summary of permits issued for use by Code Enforcement staff.

RECOMMENDATION: Staff recommends the City Council consider modifications to the regulation of temporary promotional banners.

**LEAGUE OF CALIFORNIA CITIES
HCED ListServ Survey – Week of June 15, 2009**

TEMPORARY BANNER POLICIES

City	Maximum annual display period	Maximum banner size (in square feet)	Removal required between display periods?	Economy-related relaxation of standards?	Comments
Montclair	48 days	50	Yes (30 days)	No	Display periods may also be separated into 12- or 24-day increments; an additional 45-day display period is available for new businesses on a one-time basis
Bellflower	120 days	Not specified	Not specified	No	Maximum three (3) display periods. No display period shall exceed 60 days.
Builton	60 days	30	Yes (180 days)	No	
Chowchilla	60 days	Max. 2.5% of wall area to which banner is affixed	Not specified	No	
Claremont	30 days	32	N/A	No	Banners permitted for grand openings or ownership changes only. Director may grant one 30-day extension.
Delano	30 days	32	Not specified	No	
Diamond Bar	90 days	25	Yes	No	Maximum 30-day display period within any 90-day period.
Dublin	15 days	60	Yes (30 days)	Pending	CC considering allowing 21-day display periods with 21-day removal period
Fortuna	60 days	At staff's discretion	N/A	No	Banners permitted for grand openings only
Glendora	90 days	At staff's discretion	Not specified	No	
Hanford	14 days	Not specified	N/A	No	Banners permitted for grand openings only
Irvine	40 days	30	No	No	Maximum four (4) display periods of 10 days

Matrix also includes code requirements from three local cities (Claremont, Diamond Bar and La Verne)

City	Maximum annual display period	Maximum banner size (in square feet)	Removal required between display periods?	Economy-related relaxation of standards?	Comments
Laguna Woods	60 days	25	Not specified	No	Display periods may be separated into 15- or 30-day increments; considering increasing to 120 days
Lakewood	60 days	Not specified	Yes (30 days)	No	
La Puente	90 days	50	Not specified	No	Maximum six (6) display periods
La Verne	28 days	18	Not specified	No	Maximum four (4) display periods of 7 days each
Mission Viejo	42 days	24	No	No	Maximum three (3) display periods
Paso Robles	180 days	1 s.f. per l.f. of building or tenant space frontage	Yes (30 days)	No	Maximum six (6) display periods annually not to exceed 30 days each
Pico Rivera	120 days	At staff's discretion	Yes (30 days)	Pending	Maximum four (4) 30-day display periods annually
Rocklin	90 days	32	N/A	Yes	Banners permitted for grand openings only for one continuous 90-day period. "Economic Stimulus Ordinance" allows continuous display for promotional uses through 6/1/2010.
Rosemead	60 days	30	Not specified	No	Maximum two 30-day display periods annually
San Dimas	60 days	At staff's discretion	No	No	Maximum six (6) display periods annually. No display period shall exceed 30 days.
San Marino	60 days	Max. 25' in length	Yes (30 days)	No	Temporary signs may be attached only to the <u>inside</u> of a display window
Simi Valley	120 days	50	No	No	Temporary sign permits are valid for a maximum of 30 days
Yuba City	90 days	Not specified	Not specified	No	Maximum 30 consecutive days each calendar quarter