

RESOLUTION NO. 2009-1213

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CALABASAS, CALIFORNIA, ALLOWING THE DISPLAY OF TEMPORARY BANNERS ON PRIVATE PROPERTY FOR COMMERCIAL BUSINESS ENHANCEMENT FOR A FIVE MONTH PERIOD

WHEREAS, the City Council of the City of Calabasas acknowledges the current national economic impact to retail business located within the City; and

WHEREAS, the National Retail Sales Federation predicts that retail sales will fall an additional 1% in the 2009 holiday shopping season; and ...

WHEREAS, the purpose of the City sign ordinance is to support and promote viable business by allowing signage that provides adequate business identification; and...

WHEREAS this year additional signage enhancement is appropriate to offset predicted retail sales drops and sustain local businesses by making them more visible to potential customers; and,

WHEREAS, the Community Development Director has the prosecutorial discretion to not enforce violations of the Municipal Code.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF CALABASAS AS FOLLOWS:

SECTION 1. The City Council of the City of Calabasas hereby requests that, from November 18, 2009 through April 18, 2010, the Community Development Director exercise her prosecutorial discretion to not issue citations for violations of the Municipal Code's sign regulations if all of the following requirements are met:

1. A private retail business applied for, and obtained, a permit for the installation of only one temporary banner that serves the retail business.
2. The banner does not exceed twenty (20) square feet in size.
3. The banner is of a quality and color approved by the Community Development Director.
4. The banner should be placed on the building serving the business; unless the banner negatively impacts visibility from a public right of way, allowing the Community Development Director the option to approve an alternate location.
5. The banner is not visible from the freeway.
6. The banner is removed within 28 days from installation.

SECTION 2. The City Council of the City of Calabasas requests that this activity be categorically exempt from CEQA because this resolution would only authorize a limited number of temporary signs, and only during a specified five month period. The three following categorical exemptions apply: (a) Class 1 exempts existing facilities having negligible or no expansion of use beyond that existing at the time of the City's determination; (b) Class 4 exempts land uses having "negligible or no permanent effects on the environment", and (c) Class 11 exempts construction of accessory structures "including but not limited to ... on-premise signs." ...

SECTION 3. The City Council hereby approves and authorizes Resolution 2009-1213.

SECTION 4. The City Clerk shall certify to the adoption of this resolution and shall cause the same to be processed in the manner required by law.

PASSED, APPROVED AND ADOPTED this ____ day of _____, 2009.

Jonathon Wolfson, Mayor

ATTEST:

Gwen Peirce, CMC, City Clerk

APPROVED AS TO FORM:

Michael G. Colantuono, City Attorney