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**STAFF REPORT**

**Item # 5**

**To: Lemoore City Council**  
**From: Holly Smyth, Planning Director & Gloria Hobbs, Assistant Planner**  
**Date: February 10, 2010**  
**Subject: Discussion on Banner Signage**

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**Background:**

At the City Council meeting of July 7, 2009, Council discussed possible options available that might help improve business signage options during the slow economic period. Council directed staff to not enforce the length of time that banners are up for an initial six month period but still enforce banners that cause blight.

During City Council's discussion on this topic, Council limited the time period that banners could be displayed, because after a certain period of time the public becomes blind to banner signs and they become part of the background, therefore losing their original purpose of attracting customers to a site. Therefore, an exemption period was implemented by a motion of the City Council and took effect immediately but was temporary in nature. During this six month period, only a few complaints were called in while Redevelopment continued to enforce tattered banners as reported or observed.

The six month period expired on January 7, 2010. Staff is requesting that Council revisit this item and 1) direct staff to not enforce length of time that banners are up for another six month period, 2) take input on other options or direction, or 3) enforce the time on which banners are allowed as per sign regulations.

If the Council should consider more than a six month period, Council may wish to seek formal changes to the Ordinance if you wish the City to take this new direction permanently. Should Council want to amend the policy, Council needs to make a motion directing the Planning Commission to consider changing the "banner" portion of the Sign Ordinance.

**Budget Impact:**

None.

**Recommendation:**

Discuss topic, take input, and give staff direction how to proceed.

*"In God We Trust"<sub>sm</sub>*