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STAFF REPORT

Item # 4

To: Lemoore City Council
From: Holly Smyth, Planning Director
Date: January 26, 2011
Subject: Report and Recommendation on Banner Signage

Background:

At the City Council meeting of February 16, 2010, Council approved, via motion, a 1 year extension to allow banners to be displayed for longer periods of time during the slow economic period. Council directed staff to not enforce the length of time that banners are up for a 1 year period but to continue to enforce banners that cause blight.

This one year period will expire on February 16, 2011 and staff is requesting that Council revisit this item and 1) provide an addition extension of six months to one year to not enforce length of time until the new zoning ordinance is in place, 2) allow banner time frames to revert back to the current sign ordinance or 3) provide other options or direction.

If Council wishes to take a new direction permanently and seek formal changes to the Ordinance, Council needs to ask the Planning Commission to consider changing the "banner" portion of the Sign Ordinance with some direction on criteria.

Budget Impact:

None.

Recommendation:

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

"In God We Trust"_{sm}