

4. SPECIAL EVENT PERMIT NO. 2010-358 - 11327 West 95th Street

1. APPLICANT: Wade Opland, representing American Girl, is the applicant for this request.
2. REQUESTED ACTION: The applicant is requesting approval of a special event permit to allow two detached temporary banners from August 10, 2010, through October 28, 2010.
3. LOCATION: The subject property is located at 11327 West 95th Street.
4. EXISTING ZONING: This property is currently zoned CP-2, Planned General Commercial District.
5. ANALYSIS: The applicant is requesting approval of a special event permit to allow two detached banners. The banners are located along Quivira Road and West 95th Street, and will be used to promote the new American Girl store coming to Oak Park Mall. The banners will be placed far enough from right-of-way as to not cause any site issues. This is the fifth request for a special event permit this year for American Girl. The applicant has received staff approval for four 10-day permits and is requesting an additional 80 days. The banners have been in place since July 1, 2010. The store is scheduled to be open in early September, and at that time, the banners will change to indicate the store is now open. Oak Park Mall management has indicated in the attached letter that this type of promotional event is not normally approved onsite; however, in rare situations the mall has permitted banners and exterior signage.

In the past, the City Council has not looked favorable on requests that exceed the four permits that staff may approve. This request, in combination with the previous approvals, would permit the signs to be in place for four months.

6. STAFF RECOMMENDATION: This event requires City Council approval because the request exceeds the number of events the staff may approve administratively. Staff has concerns with the time frame requested for the American Girl Store, although Oak Park Mall has measures in place to keep numerous requests for exterior banners and signage. Should the City Council be supportive of this request, staff recommends the following stipulation:
 - a. The banners shall be maintained in good condition and be removed by October 29, 2010.