

Agenda Report

TO: CITY COUNCIL

DATE: JANUARY 6, 2003

FROM: CITY MANAGER

SUBJECT: ADOPTION OF A RESOLUTION AMENDING THE DESIGN GUIDELINES FOR SIGN AND AWNINGS CITYWIDE.

RECOMMENDATION:

It is recommended that the City Council adopt a Resolution adopting the revised Design Guidelines for signs and awnings citywide.

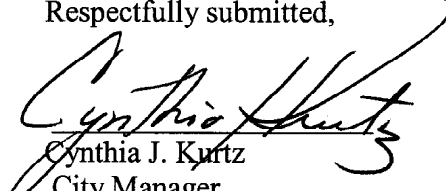
BACKGROUND: On July 22, 2002, the City Council approved a zoning code amendment to revise the Sign Regulations and revisions to the Design Guidelines for signs and awnings citywide. The City Council directed the City Attorney's Office to draft an ordinance amending the Zoning Code that would codify the approved code amendment and requested staff to draft a resolution amending the Design Guidelines for signs and awnings that currently apply to the Central District also apply citywide.

The intent of Design Guidelines for signs and awnings is to provide guidance in the way signs are designed, constructed and placed in order to further implement the purpose of Sign Regulations. Unlike sign regulations, the guidelines are intended to provide good examples of techniques that should be used in order to meet the City's expectations for quality business signage. The revised design guidelines provide both good and bad examples of sign types to help facilitate well-designed signage. Throughout Pasadena's commercial districts, signs play a major role in creating either a positive or negative visual image for the City. Signs should make a positive contribution to the general appearance of the streetscape in all commercial areas. A well-designed sign can be a major asset to a building or commercial center. At this time, the Design Guidelines for Signs and Awnings only apply to Old Pasadena and the Central District. The Design Guidelines will now apply citywide and will help ensure high quality, imaginative, and innovative sign design throughout the community.

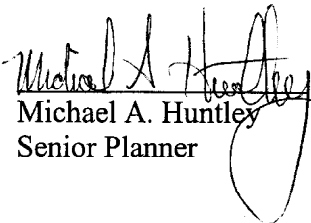
ENVIRONMENTAL DETERMINATION: A Negative Declaration was adopted by City Council on July 22, 2002.

FISCAL IMPACT: There will be no fiscal impacts.

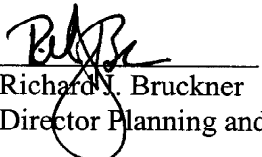
Respectfully submitted,


Cynthia J. Kurtz
City Manager

Prepared by:


Michael A. Huntley
Senior Planner

Approved by:


Richard N. Bruckner
Director Planning and Development

LIST OF ATTACHMENTS

ATTACHMENT A – DRAFT RESOLUTION

ATTACHMENT B – DESIGN GUIDELINES FOR SIGNS AND AWNINGS