

Date: September 20, 2004

To City Clerk
Jane Rodriguez

From:
Councilmember
Chris Holden

re: Possible call-up of
Container Allow Request.

Jane - I would like to have
placed on the next Council
agenda, the possible call-up
of the above ref. case.

Thank you.

Chris Holden

Received
Sept. 20, 2004
9:08 pm.
Jane Rodriguez
City Clerk

9/27/2004
7.A.1.



PLANNING & DEVELOPMENT DEPARTMENT
PLANNING DIVISION

September 17, 2004

Burke Farrar
Odyssey Development Services
51 W. Dayton Street, Suite 200
Pasadena, CA 91105-2033

**RE: Sign Exception #11494
1 East Union Street
Council District #3**

Dear Mr. Farrar:

Your application for a **Sign Exception at 1 East Union Street**, was considered by the **Zoning Hearing Officer on September 15, 2004**.

SIGN EXCEPTION: To allow the installation of four permanent banner signs with advertisement on the Container Store.

After careful consideration of this application, and with full knowledge of the property and vicinity, the Zoning Hearing Officer made the findings as shown on Attachment A to this letter.

Based upon these findings, it was decided by the Zoning Hearing Officer that the Sign Exception be **denied** in accordance with submitted plans stamped **September 15, 2004**.

You are hereby notified that, pursuant to Pasadena Municipal Code Chapter 17.104, any person affected or aggrieved by the decision of the Zoning Hearing Officer has the right to appeal this decision within **ten days (September 27, 2004)**. The effective date of this case will be **September 28, 2004**. Prior to such effective date, a member of the City Council or Planning Commission may stay the decision and request that it be called for review to the Board of Zoning Appeals. However, if the tenth day falls on a day when City offices are closed, the appeal deadline shall be extended through the

Sign Exception #11494

next day when offices are open. The decision becomes effective on the eleventh day from the date of the decision. The regular Appeal fee is 996.85. The Appeal fee for Non-profit Community-based Organizations pre-registered with Neighborhood Connections is \$498.43.

This project has been determined to be exempt from environmental review pursuant to the guidelines of the California Environmental Quality Act (Public Resources Code §21080(b)(9); Administrative Code, Title 14, Chapter 3, Class 11 §15311, Accessory Structures).

For further information regarding this case please contact **Michael Huntley at (626) 744 - 6709.**

Sincerely,

A handwritten signature in black ink that reads "Paul Beard". The signature is written in a cursive style with a large initial "P".

Paul Beard
Zoning Hearing Officer

Enclosures: Attachment A

xc: City Clerk, City Council, Building Division, Public Works, Power Division, Water Division, Design and Historic Preservation, Hearing Officer, Code Enforcement-Ellen Clark, Case File, Decision Letter File, Planning Commission (9)

ATTACHMENT A
FINDINGS FOR SIGN EXCEPTION #11494

1 *Granting the application is not consistent with the General Plan and the purposes of Title 17 and would constitute a grant of special privilege inconsistent with the limitations on other properties in the vicinity and same zoning district.* Specifically, allowing permanent banners on the new Container Store with permanent advertisement would grant the applicant a special privilege inconsistent with the limitation of the Sign Ordinance. In this case, a corner property such as the subject site is entitled to twice the amount of signage as interior properties. For the subject site, the Sign Ordinance would allow two wall signs (wall or projection) per street frontage, two colored banners with no advertisement per street frontage, and window signage that cannot cover more than 25 percent of the window area. At this time, the applicant has opted to install one canopy sign over the front entry, and four colored banners with no advertisement along the street frontages. There are many other options available to the applicant that would meet the code requirements without deviating from the Sign Ordinance. Moreover, the new Container Store is a prominent building in Old Pasadena and is very visible to vehicle and pedestrian traffic in and around the area. Accordingly, any signage installed on the Container Store in compliance with the Sign Ordinance would be very visible to the general public. Approval of this proposal would set a precedent in the business and landmark district in which the project site is located, and would lead to signage inconsistent with the Sign Ordinance.



PLANNING & DEVELOPMENT DEPARTMENT
PLANNING DIVISION

September 8, 2004

Burke Farrar for
Odyssey Development Services
51 W. Dayton Street, Suite 200
Pasadena, CA 91105-2033

**Re: Sign Exception #11494
One E. Union Street
PLN 2004-00316**

Dear Mr. Farrar:

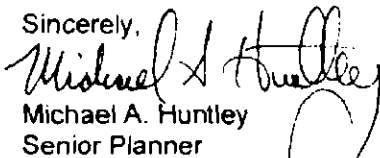
In preparation for review of your **Sign Exception** request, Current Planning staff has prepared the recommendation included in this letter. The proposal is a Sign Exception to allow the installation of four permanent banner signs on the Container Store. Two of the permanent banners would be located on the Fair Oaks Avenue frontage, and the other two would be located on the Union Street frontage. The Zoning Code only permits banner signs with advertisement to be used as a temporary sign, not as a permanent sign. It is the applicant's intent to install permanent advertisement on these banners.

This project has been determined to be Categorically Exempt (Class 11) from environmental review pursuant to the guidelines of the California Environmental Quality Act, CEQA (Section 15311). This class exemption specifically exempts on-premise signs.

A decision is scheduled to be made by the Zoning Hearing Officer on **September 15, 2004**. The Current Planning staff recommendation to the Zoning Hearing Officer is for **denial** of the Sign Exception. The recommended finding is included as *ATTACHMENT A* to this letter.

To provide you an opportunity to comment on the staff recommendation before the Zoning Hearing Officer makes a decision on your application, the recommended finding has been enclosed with this letter. Our office must receive comments on the recommendation, or a request for a hearing, **no later than 5:00 p.m. on Tuesday, September 14, 2004** in order for the Zoning Hearing Officer to review your comments with the staff recommendation.

Sincerely,


Michael A. Huntley
Senior Planner

cc: Carrie Banks, File: SE #11494

ATTACHMENT A
FINDINGS FOR SIGN EXCEPTION #11494

1. *Granting the application is not consistent with the General Plan and the purposes of Title 17 and would constitute a grant of special privilege inconsistent with the limitations on other properties in the vicinity and same zoning district. Specifically, allowing permanent banners on the new Container Store with permanent advertisement would grant the applicant a special privilege inconsistent with the limitation of the Sign Ordinance. In this case, a corner property such as the subject site is entitled to twice the amount of signage as interior properties. For the subject site, the Sign Ordinance would allow two wall signs (wall or projection) per street frontage, two colored banners with no advertisement per street frontage, and window signage that cannot cover more than 25 percent of the window area. At this time, the applicant has opted to install one canopy sign over the front entry, and four colored banners with no advertisement along the street frontages. There are many other options available to the applicant that would meet the code requirements without deviating from the Sign Ordinance. Moreover, the new Container Store is a prominent building in Old Pasadena and is very visible to vehicle and pedestrian traffic in and around the area. Accordingly, any signage installed on the Container Store in compliance with the Sign Ordinance would be very visible to the general public. Approval of this proposal would set a precedent in the business and landmark district in which the project site is located, and would lead to signage inconsistent with the Sign Ordinance.*