

Agenda Report

TO: CITY COUNCIL

DATE: JUNE 19, 2006

FROM: CITY MANAGER

SUBJECT: CALL-UP OF SIGN EXCEPTION APPLICATION FOR WESCOM
BUILDING IDENTITY SIGN – 123 SOUTH MARENGO AVENUE

RECOMMENDATION:

It is recommended that the City Council:

1. Find the application exempt from CEQA Review; and
2. Disapprove the application with the finding in Attachment A.

BACKGROUND:

The application is for Sign Exception to allow a building identity sign on the existing 4-story office building at 123 South Marengo Avenue. The proposed wall sign (4 feet by 27 feet) would be located on the parapet between the fourth floor and the roof, facing east on South Marengo Avenue. A Sign Exception is required because the Zoning Code does not allow, by right, a building identity sign on a building that is less than 75 feet in height. The existing building is 68 feet in height. Currently, one building identity sign exists on the first floor. The Zoning Code allows, by right, up to two signs on the ground floor of the building, for total maximum 300 square feet.

On March 1, 2006, the Hearing Officer approved the building identity sign on condition that it would be reduced in size and located on the wall between the third and fourth floors of the building, instead of at the proposed parapet location. The Hearing Officer concluded that a sign at the approved, lower height would provide adequate visibility to pedestrians and motorists. The applicant appealed this decision to the Board of Zoning Appeals (BZA). On April 19, 2006, the BZA disapproved the application, concluding that the proposed sign was unnecessary because the existing office building is used predominantly by employees who do not need building identity signage in order to find the building.

ANALYSIS:

The staff concludes that the findings for the application cannot be made. The purpose of the 75-foot building height requirement for building identity signs is to allow for tall buildings to have public visibility from substantial distances. The subject building is less than 75 feet in height. It is located near the sidewalk of a major street, with wall area (e.g., the concrete header above the ground floor) that can accommodate two signs. These signs would have substantial visibility from South Marengo Avenue, in compliance with the Zoning Code, and provide sufficient sign area (maximum total 300 square feet) to identify the building and the primary tenant. Granting the application would constitute a special privilege because other buildings less than 75 feet in height in the Central District do not include building identity signage. Therefore, the staff recommends acknowledgement of the Environmental Determination and adoption of the Specific Finding in Attachment A for disapproval of the application.

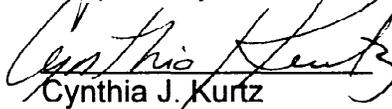
ENVIRONMENTAL DETERMINATION:

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, Article 19, §15311, Class 11, Accessory Structures].

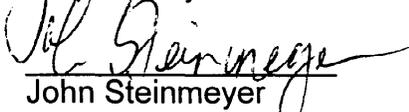
FISCAL IMPACT:

The approval of this project is not expected to have a financial impact. Further reviews by the city may require a Building Permit fee from the applicant.

Respectfully submitted,


Cynthia J. Kurtz
City Manager

Prepared by:


John Steinmeyer
Senior Planner

Approved by:


Richard J. Bruckner, Director
Planning and Development Department

ATTACHMENTS:

- A. Specific Finding for Sign Exception #11530
- B. Photograph, Building Elevation, and Shop Drawings of Proposed Sign

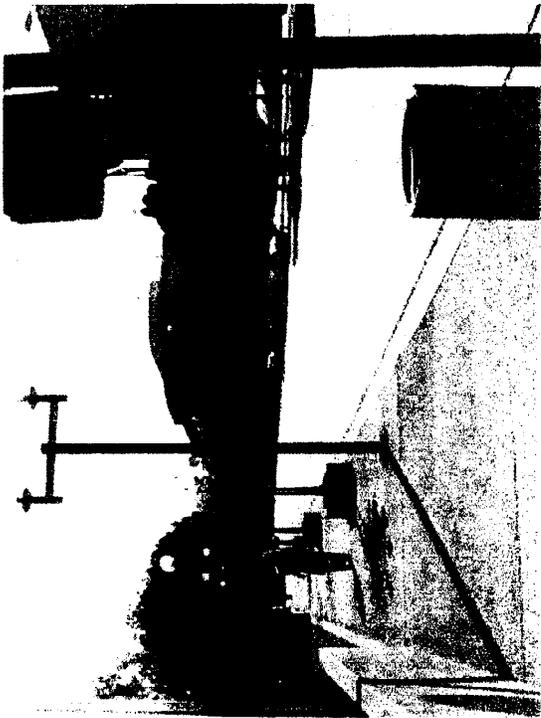
**ATTACHMENT A
RECOMMENDED FINDING OF FACT
SIGN EXCEPTION #11530**

Sign Exception-To allow the installation of one building identity signs at a building that is less than 75 feet in height

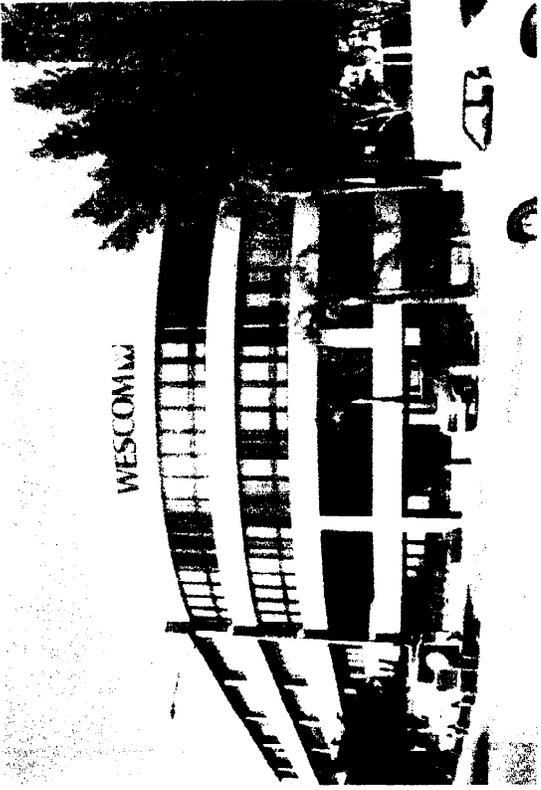
1. *Granting the application is not in conformance with the goals, policies, and objectives of the General Plan and the purpose and intent of any applicable specific plan, and the purposes of this Zoning Code and would constitute a grant of special privilege inconsistent with the limitations on other properties in the vicinity and the same zoning district. The intent of the Zoning Code is for building identity signage to be located at a height at 75' or greater on buildings that require identification that is visible from substantial distances. The subject building is less than 75' in height. It is located near the sidewalk of a major street, with wall area (e.g. the concrete header above the ground floor) that can accommodate signage with substantial visibility from South Marengo Avenue, in compliance with the Zoning Code. Granting the application would constitute a special privilege because other buildings less than 75' in height in the Central District do not include building identity signage.*

ATTACHMENT B

Photograph, Building Elevation, and Shop Drawings of Proposed Sign



VIEW OF BUILDING AND SIGNAGE FROM DISTANCE



PROPOSED SIGNAGE ~ 48" LOGO

SCALE: 1/32" = 1'-0"

27'-0"

WESCOM

4'-0"

Manufacture & Install One (1) Set Internally Illuminated Channel Letters and Logo Scale: 1/4" = 1'-0"

- * Letters to be 100% aluminum construction
- * Backs to be .090 aluminum
- * Returns to be .063 aluminum w/polyurethane blue enamel finish
- * Faces are as follows: 301-C Blue
- * Trimcaps to be jewelrite double glued to acrylic faces
- * Internal illumination to be eurocom certified system neon. Neon to be 15mm #6500 white.
- * Transformers to be unitrans
- * Channel letters to be UL/NEC approved
- * Channel letters to be mounted w/non-corrosive fasteners

COMMENTS: DATE: 02-14-08 REVISIONS:	City permit re-submitted DATE: 02-14-08	Drawn By: As Noted Scale: As Noted Design No: Wescom Pasadena Address: 123 Marango Street, Pasadena CA Store No: _____ Sheet: 1 of 2 Date: 3-28-05 Approved By: _____ Date: _____
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