

Agenda Report

TO: CITY COUNCIL

DATE: FEBRUARY 22, 1999

FROM: CITY MANAGER

SUBJECT: AN UNCODIFIED ORDINANCE PLACING A MORATORIUM ON THE ACCEPTANCE OF APPLICATIONS AND THE ISSUANCE OF BUILDING PERMITS FOR OFF-PREMISE SIGNS

RECOMMENDATION: It is recommended that the City Council acknowledge the environmental determination and adopt the attached ordinance placing a moratorium on the acceptance of applications and issuance of building permits for off-premise signs.

BACKGROUND: The proposed ordinance would place a moratorium on the acceptance of applications and issuance of any building permits for an off-premise sign (billboard) in the City. Currently off-premise signs are allowed in the General Commercial and General Industrial (CG and IG) districts only. Most of these districts are found within areas of the City that the General Plan has designated to be specific plan areas. Over the past two years there have been approximately 11 off-premise signs erected in the City with five signs applied for just within the last three months. Of those five, three are in the plan check. This is compared to approximately four new off-premise sign permits issued in the previous 12 years.

There has been concern raised by residents over the number of off-premise signs appearing in areas of the City outside of the Central District. The Central District does not allow off-premise signs. Staff also has a concern because these areas outside of the Central District do not have completed specific plans and signage (both on and off-site) may be addressed as part of each specific plan. The four off-premise signs recently issued are located in the East Pasadena and East Colorado Specific Plan areas. The City has recently begun a review and consolidation of the current sign regulations as part of the on-going Zoning Code update. Part of this review would include possible changes to the off-premise sign regulations. A final concern is that a new type of off-premise sign on pay phone structures has been appearing on private property in the City without any review. The revised sign regulations should address these types of signs as well.

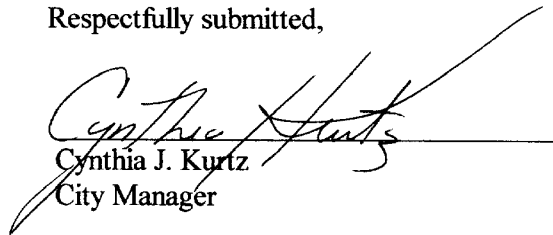
A moratorium would allow staff to fully address the off-premise sign regulations citywide through the review of the sign regulations, which are currently in progress. Staff plans to involve the outdoor media companies and the Chamber of Commerce during the development of any change to the sign regulations.

ENVIRONMENTAL ANALYSIS: This ordinance was found to be statutorily exempt from environmental review pursuant to Section 15262 of the guidelines to the California Environmental Quality Act. This exemption is applicable to projects involving “only feasibility or planning studies for possible future actions”. As proposed under this urgency ordinance the moratorium will allow staff to study the impact of off-premises sign regulations and return to the Planning Commission and City Council with recommendations to amend those regulations.

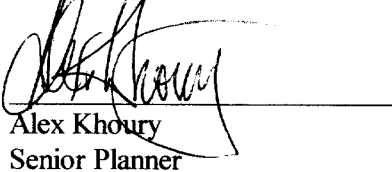
WORKLOAD IMPACT: Staff is reviewing the sign regulations and is currently working with the residents, business and property owners to create the East Pasadena Specific Plan. Work will be beginning soon on the Central District Specific Plan. There should be no significant workload impact because review of the off-premise sign regulations during the proposed moratorium will be incorporated into existing projects as mentioned above.

FISCAL IMPACT: The average cost of a building permit for an off-premise sign is approximately \$2,300. This amount would not be collected during the moratorium period. It is estimated that 2 to 4 signs will not be constructed as a result of this moratorium.

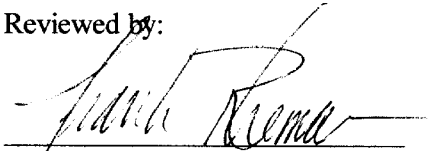
Respectfully submitted,


Cynthia J. Kurtz
City Manager


Prepared by:


Alex Khoury
Senior Planner

Reviewed by:


Frank Rhemrev
Assistant City Attorney

Approved by:


Darrell L. Lewis
Director of Planning and Permitting



Ordinance Fact Sheet

TO: CITY COUNCIL

DATE: FEBRUARY 22, 1999

FROM: CITY MANAGER

SUBJECT: AN UNCODIFIED ORDINANCE PLACING A MORATORIUM ON THE ACCEPTANCE OF APPLICATIONS AND THE ISSUANCE OF BUILDING PERMITS FOR OFF-PREMISE SIGNS

TITLE OF PROPOSED ORDINANCE: AN UNCODIFIED ORDINANCE OF THE CITY OF PASADENA PLACING A MORATORIUM ON THE ACCEPTANCE OF APPLICATIONS AND THE ISSUANCE OF BUILDING PERMITS FOR OFF-PREMISE SIGNS PENDING COMPLETION OF THE CITYWIDE SIGN REGULATION REVIEW.

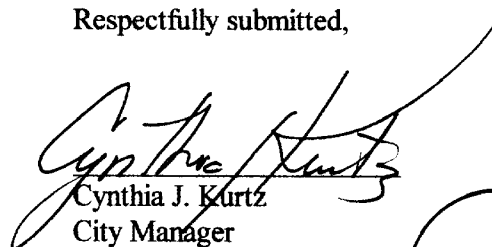
PURPOSE OF ORDINANCE: The purpose of this ordinance is to maintain the status quo with respect to off-premise signs in the City to assure no new off-premise signs are established which will undermine the planning efforts which are ongoing relating to the review of the sign ordinance and development of specific plans.

REASONS WHY LEGISLATION IS NEEDED: A moratorium can only be established by ordinance by the City Council.

PROGRAMS, DEPARTMENTS OR GROUPS AFFECTED: The Planning and Permitting Department will be enforcing this ordinance.

FISCAL IMPACT: The average cost of a building permit for an off-premise sign is approximately \$2,300. This amount would not be collected during the moratorium period.

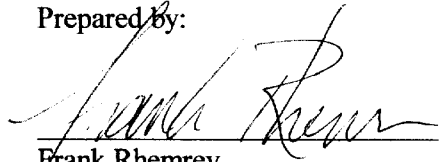
Respectfully submitted,


Cynthia J. Kurtz
City Manager

MEETING OF 02/22/99

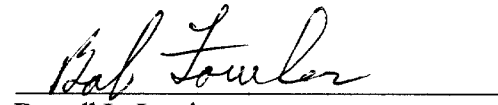
AGENDA ITEM NO. 7.B.1(a)

Prepared by:



Frank Rhemrev
Assistant City Attorney

Approved by:



Darrell L. Lewis
Director of Planning and Permitting

Introduced by Councilmember

ORDINANCE NO. _____

**AN UNCODIFIED ORDINANCE OF THE CITY OF PASADENA
PLACING A MORATORIUM ON THE ACCEPTANCE/PROCESSING OF
APPLICATIONS AND THE ISSUANCE OF BUILDING PERMITS
FOR OFF-PREMISE SIGNS**

WHEREAS, a large number of off-premise signs have been issued building permits over the past two years with a significant number having been issued in the last three months, and

WHEREAS, residents of the City of Pasadena have raised concerns over the number of off-premise signs that have been built over the past two years, and

WHEREAS, most of these off-premise signs have been located in designated specific plan areas under the adopted Land Use Element of the General Plan, and

WHEREAS, review of the specific plans for all these areas have started or are scheduled to start in the near future, and

WHEREAS, the City has hired a consultant to work with staff to review sign regulations citywide, and

WHEREAS, maintaining the status quo with respect to off-premise signs in the City by assuring that no new off-premise signs are built while the review of the citywide sign regulations is ongoing is consistent with good planning;

NOW THEREFORE, the People of the City of Pasadena ordain as follows:

SECTION 1. Notwithstanding anything to the contrary in any title of the Pasadena Municipal Code, the City shall not accept any application for, process any application for, or issue any building permits for off-premise signs as such term is defined in Title 17 - Zoning Code.

SECTION 2. This ordinance shall expire one (1) year from its effective date, unless

extended by the City Council by ordinance prior to its expiration date. This ordinance can only be extended for a total of one additional year.

SECTION 3. The City Clerk shall certify the adoption of this Ordinance and shall cause this ordinance to be published in full text.

SECTION 4. This ordinance shall take effect upon its publication.

Signed and approved this ___ day of February, 1999.

Chris Holden
Mayor of the City of Pasadena

I HEREBY CERTIFY that the foregoing ordinance was adopted by the City Council at its meeting held _____, 1999 by the following vote:

AYES:

NOES:

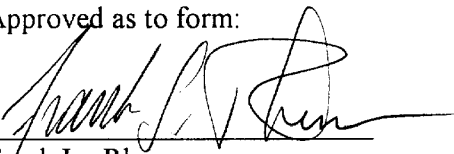
ABSENT:

ABSTAIN:

Published:

JANE L. RODRIGUEZ
CITY CLERK

Approved as to form:



Frank L. Rhemrev
Senior Deputy City Attorney