

Agenda Report

TO: CITY COUNCIL

DATE: MAY 22, 2000

FROM: CITY MANAGER

SUBJECT: EXTENSION OF MORATORIUM ORDINANCE 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 a one-year extension of the moratorium on the acceptance of applications and issuance of building permits for off-premise signs.

BACKGROUND: Last year the City Council approved an ordinance that placed a moratorium on the acceptance of applications and issuance of any building permits for an off-premise sign (billboard) in the City. Such signs were permitted 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 (including East Colorado Boulevard and the East Pasadena Specific Plan area).

Two years prior to the moratorium there were approximately 11 off-premise signs erected in the City with five signs applied for just within the three months prior to the moratorium. 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 East Pasadena Specific Plan is nearing completion but is about 4 months from codification as an ordinance. Staff is now embarking on the East Colorado Specific Plan. The City has spent the past year working with its consultant on the revisions of the current sign regulations as part of the on-going Zoning Code update. Part of this review would include a recommendation for a permanent prohibition on future off-premise signs.

An extension of the moratorium would allow staff to complete the revisions of the sign regulations citywide. In the event that the sign regulations are not completed, staff will return with a revision to the Zoning Code that permanently prohibits off-premise signs.

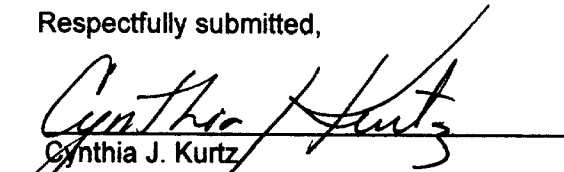
ENVIRONMENTAL ANALYSIS: This ordinance was found to be statutorily exempt from environmental review pursuant to Section 15262 of the guidelines to the California Environmental Quality Act. This exemption is applicable to projects involving "only feasibility or planning studies for possible future actions". 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.

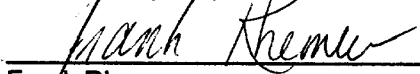
Respectfully submitted,


Cynthia J. Kurtz
City Manager

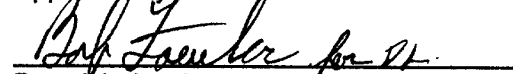
Prepared by:


Denver Miller
Principal 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: MAY 22, 2000

FROM: CITY MANAGER

SUBJECT: Extension of moratorium on issuance of building permits for off-premise signs (billboards).

TITLE OF PROPOSED ORDINANCE:

AN ORDINANCE OF THE CITY OF PASADENA EXTENDING A MORATORIUM ON THE ISSUANCE OF ANY BUILDING PERMITS FOR OFF-PREMISE SIGNS PENDING COMPLETION OF THE CITYWIDE SIGN REGULATION.

PURPOSE OF ORDINANCE:

The purpose of this ordinance is to extend for a second year, the moratorium on the issuance of building permits for billboards.

PROPOSED POLICY CHANGES:

The proposed extension does not represent a policy change; it is only the extension of an existing moratorium on billboards.

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.

FISCAL IMPACT:

The average cost of a building permit for an off-premises 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.

MEETING OF 5/22/2000

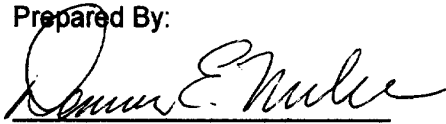
AGENDA ITEM NO. 9.A.(1)

Respectfully Submitted,



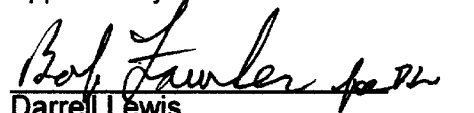
Cynthia J. Kurtz
City Manager

Prepared By:



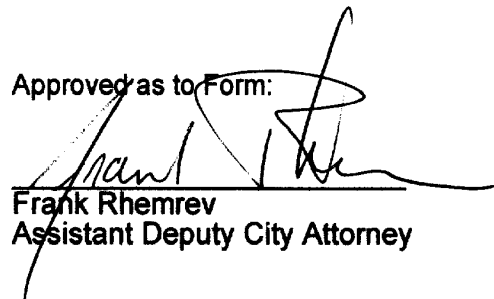
Denver E. Miller
Principal Planner

Approved By:



Darrell Lewis
Director of Planning and Permitting

Approved as to Form:



Frank Rhemrev
Assistant Deputy City Attorney

Introduced by Councilmember

ORDINANCE NO.

**AN UNCODIFIED ORDINANCE OF THE CITY OF PASADENA
EXTENDING A MORATORIUM ON THE ISSUANCE OF ANY BUILDING
PERMITS FOR OFF-PREMISE SIGNS PENDING COMPLETION OF
THE CITYWIDE SIGN REGULATION.**

WHEREAS, the City of Pasadena approved an ordinance that was a moratorium on the issuance of any building permits for off premise signs on February 22, 1999, and

WHEREAS, prior to the first year of this moratorium a significant number of off-premise signs have received building permits, and

WHEREAS, residents of the City of Pasadena have raised concerns over the number of off-premise signs that have been built in the City prior to the enactment of this moratorium, 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, the specific plans for all these areas are either in the process of being worked on, just getting started or are scheduled to start in the near future and part of the review under these specific plans will be signage, and

WHEREAS, the City has hired a consultant to work with staff to review the sign regulations citywide and this work is over half completed, and

WHEREAS, maintaining the status quo with respect to off-premise signs in the City to assure no new off-premise signs are established that undermine the above planning efforts would be 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 building official shall not issue any building permits for any off-premise signs as defined under Title 17 - Zoning Code.

SECTION 2. This ordinance shall expire one (1) year from the effective date.

SECTION 3. This ordinance shall be effective immediately.

Signed and approved this day of _____, 2000.

Bill Bogaard
Mayor

I HEREBY CERTIFY that the forgoing ordinance was adopted by the City Council of the City of Pasadena at its regular meeting held on _____, 2000, by the following vote:

AYES:

NOES:

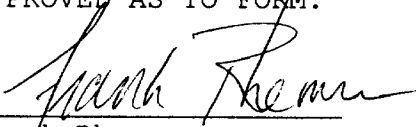
ABSENT:

ABSTAIN:

Published:

Jane L. Rodriguez CMC
City Clerk

APPROVED AS TO FORM:



Frank Rhemrev
Assistant City Attorney