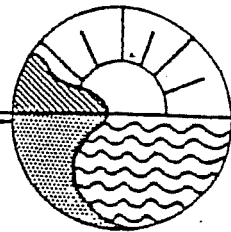


AGENDA



Planning Commission – City of Pacifica

DATE: Tuesday, July 6, 2010

LOCATION: Council Chambers, 2212 Beach Boulevard

TIME: 7:00 PM

ROLL CALL:

SALUTE TO FLAG:

ADMINISTRATIVE BUSINESS:

Approval of Order of Agenda

Approval of Minutes: June 7, 2010

Designation of Liaison to City Council Meeting of: July 12, 2010

Use Permit Determination: 1831 Palmetto Avenue – The Strategic Word (Advertising Agency)

CONSENT ITEMS:

PUBLIC HEARINGS:

OTHER AGENDA ITEMS:

1. UP-963-06 EXTENSION OF PERMITS for construction of a single-family residence with an attached garage at 200 Berendos Avenue, Pacifica (APN 022-330-150) Proposed Action: Grant extension request
- PSD-755-06
- PV-491-07
- PE-146-08

COMMUNICATIONS:

Commission Communications:

Staff Communications:

Oral Communications:

This portion of the agenda is available to the public to address the Planning Commission on any issue within the subject matter jurisdiction of the Commission that is not on the agenda. The time allowed for any speaker will be three minutes.

ADJOURNMENT

Anyone aggrieved by the action of the Planning Commission has 10 calendar days to appeal the decision in writing to the City Council. If any of the above actions are challenged in court, issues which may be raised are limited to those raised at the public hearing or in written correspondence delivered to the City at, or prior to, the public hearing. Judicial review of any City administrative decision may be had only if a petition is filed with the court not later than the 90th day following the date upon which the decision becomes final. Judicial review of environmental determinations may be subject to a shorter time period for litigation, in certain cases 30 days following the date of final decision.

The City of Pacifica will provide special assistance for disabled citizens upon at least 24-hour advance notice to the City Manager's office (738-7301). If you need sign language assistance or written material printed in a larger font or taped, advance notice is necessary. All meeting rooms are accessible to the disabled.

NOTE: Off-street parking is allowed by permit for attendance at official public meetings. Vehicles parked without permits are subject to citation. You should obtain a permit from the rack in the lobby and place it on the dashboard of your vehicle in such a manner as is visible to law enforcement personnel.

CITY OF PACIFICA

AGENDA MEMO

DATE: July 6, 2010

TO: Planning Commission

FROM: Michael Crabtree, Planning Director 

SUBJECT: **Use Permit Determination** regarding a request to operate an advertising agency at 1831 Palmetto Avenue, Pacifica.

Background: A request for a Use Permit Determination has been received for a proposed advertising agency at 1831 Palmetto Avenue (see attached email correspondence). Pursuant to Section 9-4.1002 of the Pacifica Municipal Code, “In the Coastal Zone, when a new use or a change of use is proposed, a use permit determination shall be required for all permitted uses other than visitor-serving commercial uses . . . The determination of the Planning Administrator shall be based on an analysis of the balance of visitor-serving commercial uses with other commercial uses, and consistency with the individual neighborhood narratives and the plan conclusions and other relevant policies of the LCP Land Use Plan . . . In the event that the Planning Administrator determines that no use permit is required, the decision shall be placed on the next Commission agenda as an administrative calendar item, and any two (2) Commissioners may request that a use permit be obtained.”

This subject site was previously occupied by Dianne’s Upholstery. According to Section 9-4.2818 of the Code, one parking space for each 300 square feet of gross leasable space is required for general business and professional offices. The site has no off street parking, but on street parking is available on Palmetto Avenue and Salada Avenue.

Discussion: The applicant proposes to operate a small advertising agency specializing in the solar industry. A total of 3 employees plus two contractors will be present at any given time. The Strategic Word provides advertising services along with websites, brochures and other commercial graphics for businesses in the solar industry. The applicant has indicated that most of their clientele are located in California, although some are located in other parts of the country and world. More information may found at www.strategicword.com. Although the business focuses on the solar industry, the owner states in the attached email that he would not preclude providing advertising services to non-solar businesses.

Staff considers the proposed use to be consistent with a “professional office”, which is a permitted use in the C-1 zoning district. However, as indicated above, new uses in the Coastal

Zone that are permitted but not visitor serving must go through the Use Permit Determination process.

There are a number of visitor-serving uses along Palmetto Avenue. The addition of one non visitor-serving commercial use will not upset the balance of visitor-serving commercial uses with other commercial uses. The proposed advertising agency will have employees that may patronize other existing businesses, and the proposed business could provide services to the other businesses along Palmetto Avenue. While the neighborhood narrative in the Local Coastal Land Use Plan stresses the need to encourage visitor-serving or coastal dependent uses, it does not preclude other commercial types. The Plan Conclusions section of the LUP touches upon a variety of subjects such as geology, coastal views, protection of landforms, shoreline protection, community scale and design, housing, and coastal dependent commercial uses. Most of these subjects are not applicable to the proposed use. Although not a coastal dependent commercial use, the proposed use does have the potential to provide service to local businesses, which is a recognized need in the LUP. In addition, the LUP stresses the importance of giving priority to visitor-serving commercial uses over other commercial uses, but in this case there is not competition for the subject space, and in any event approval of this use will not result in the predominance of non visitor-serving commercial uses, which the LUP discourages.

In terms of parking, the subject site does not have off-street parking (other than garage space for the residential use above), and therefore has met the parking requirement to the maximum extent feasible. Previous uses also had no parking, and were more intense in terms of potential customer traffic. Therefore, staff has concluded that a Parking Exception for the proposed use is not necessary.

Use Permit Determination: Pursuant to Section 9-4.1002 of the Pacifica Municipal Code, and based upon the above analysis, staff has determined that no use permit is necessary for the proposed advertising agency at 1831 Palmetto Avenue. If two (2) or more members of the Commission feel that this proposal should require a Use Permit, this item will need to be scheduled for a public hearing and returned to the Commission for review and action at a later date. Otherwise, no further Commission action is necessary.

Attachment:

1. Use Permit Determination request

CITY OF PACIFICA

MEMORANDUM

DATE: July 6, 2010

TO: Planning Commission

FROM: Kathryn Farbstein
Assistant Planner 

SUBJECT: Agenda Item No. 1: Request to Extend Site Development Permit, PSD-753-06, Parking Exception, PE-146-08, Variance, PV-491-07 and Use Permit, UP-960-06 for One Year at 200 Berendos Avenue (APN 022-330-150)

On June 2, 2008, the Planning Commission adopted the Mitigated Negative Declaration including the Mitigation Monitoring and Reporting Plan, and approved Site Development Permit, PSD-753-06, Parking Exception, PE-146-08, Variance, PV-491-07 and Use Permit, UP-960-06 to construct a single family dwelling on the vacant lot near the creek. The agenda memo with attachments and meeting minutes are attached (see Attachment A).

On July 6, 2009, the Planning Commission reviewed and approved a request to extend approval of the Planning permits to construct a single-family dwelling on 200 Berendos Avenue. The agenda memo with attachments, meeting minutes and letter granting approval of the extension request are attached (see Attachment B). On June 15, 2009, the Planning Commission reviewed the extension request and continued the item to the July 6, 2009. The June 15, 2009 agenda memo, letter requesting an extension and meeting minutes are attached (see Attachment C).

The new owner of the property and project, David Blackman has submitted a second request for an extension. The attached letter (Attachment D) from the owner, dated June 12, 2010, does not specify the time period for the extension but the owner clarified to staff that an extension of a year was being requested. The reason given for the extension request is the down turn in the economy.

The Planning Commission requested that second extension requests, such at this request, be placed on the agenda as a consideration item. Extension requests are not unusual and are generally granted unless there have been significant changes in conditions or circumstances affecting the property or area. In staff's opinion, no changes have occurred that would indicate the extension should not be granted. Therefore, staff recommends that the Commission grant the extension for one year.

COMMISSION ACTION

Move that the Planning Commission **EXTEND** PSD-753-06, PE-146-08, PV-491-07 and UP-960-06 for the dwelling at 200 Berendos Avenue for one year to June 13, 2011.

Attachments:

- A. Agenda Memo with Attachments and Planning Commission Meeting Minutes from June 2, 2008
- B. Agenda Memo with Attachments and Planning Commission Meeting Minutes from July 6, 2009
- C. Agenda Memo with Attachments and Planning Commission Meeting Minutes from June 15, 2009
- D. Letter Requesting Second Extension Dated June 12, 2010