



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Set Public Hearing for April 7, 2004 to consider an appeal received from Key Advertising Inc., regarding the Planning Commission's decision to deny the request of Key Advertising for a Use Permit to allow a 75-foot-high electronic display sign, and a Variance to double the maximum allowable sign area from 480 square-feet to 960 square-feet to be located at 1251 South Beckman Road.

MEETING DATE: March 17, 2004

PREPARED BY: Community Development Director

RECOMMENDED ACTION: That the City Council Set a Public Hearing for April 7, 2004 to consider an appeal received from Key Advertising Inc., regarding the Planning Commission's decision to deny the request of Key Advertising for a Use Permit to allow a 75-foot-high electronic display sign, and a Variance to double the maximum allowable sign area from 480 square-feet to 960 square-feet to be located at 1251 South Beckman Road.

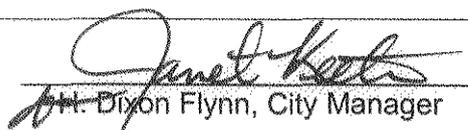
BACKGROUND INFORMATION: None

FUNDING: None


Konradt Bartlam
Community Development Director

/lw

APPROVED:


M. Dixon Flynn, City Manager



CITY OF LODI
Carnegie Forum
305 West Pine Street, Lodi

NOTICE OF PUBLIC HEARING

Date: April 7, 2004
Time: 7:00 p.m.

For information regarding this notice please contact:

Susan J. Blackston
City Clerk
Telephone: (209) 333-6702

EXHIBIT A

NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that on **Wednesday, April 7, 2004** at the hour of 7:00 p.m., or as soon thereafter as the matter may be heard, the City Council will conduct a Public Hearing at the Carnegie Forum, 305 West Pine Street, Lodi, to consider the following matter:

- a) to consider an appeal received from Key Advertising Inc., regarding the Planning Commission's decision to deny the request of Key Advertising for a Use Permit to allow a 75-foot-high electronic display sign, and a Variance to double the maximum allowable sign area from 480 square-feet to 960 square -feet to be located at 1251 South Beckman Road

Information regarding this item may be obtained in the office of the Community Development Department, 221 West Pine Street, Lodi, California. All interested persons are invited to present their views and comments on this matter. Written statements may be filed with the City Clerk at any time prior to the hearing scheduled herein, and oral statements may be made at said hearing.

If you challenge the subject matter in court, you may be limited to raising only those issues you or someone else raised at the Public Hearing described in this notice or in written correspondence delivered to the City Clerk, 221 West Pine Street, at or prior to the Public Hearing.

By Order of the Lodi City Council:

Susan J. Blackston
City Clerk

Dated: March 18, 2004

Approved as to form:

D. Stephen Schwabauer
Interim City Attorney



Please immediately confirm receipt of this fax by calling 333-6702

CITY OF LODI
P. O. BOX 3006
LODI, CALIFORNIA 95241-1910

ADVERTISING INSTRUCTIONS

SUBJECT: PUBLIC HEARING TO CONSIDER AN APPEAL RECEIVED FROM KEY ADVERTISING INC., REGARDING THE PLANNING COMMISSION'S DECISION TO DENY THE REQUEST OF KEY ADVERTISING FOR A USE PERMIT TO ALLOW A 75-FOOT-HIGH ELECTRIC DISPLAY SIGN, AND A VARIANCE TO DOUBLE THE MAXIMUM ALLOWABLE SIGN AREA FROM 480 SQUARE – FEET UP TO 960 SQUARE FEET TO BE LOCATED AT 1251 SOUTH BECKMAN ROAD

LEGAL AD

PUBLISH DATE: SATURDAY, MARCH 20, 2004

TEAR SHEETS WANTED: Three (3) please

SEND AFFIDAVIT AND BILL TO: SUSAN BLACKSTON, CITY CLERK
City of Lodi
P.O. Box 3006
Lodi, CA 95241-1910

DATED: THURSDAY, MARCH 18, 2004

ORDERED BY:

PATRICIA OCHOA
ADMINISTRATIVE CLERK

JACQUELINE L. TAYLOR, CMC
DEPUTY CITY CLERK

JENNIFER M. PERRIN, CMC
DEPUTY CITY CLERK

Verify Appearance of this Legal in the Newspaper – Copy to File

PLEASE FAX OVER PROOF OF ADVERTISEMENT. THANK YOU!!

LNS DORA Faxed to the Sentinel at 369-1094 at 2:23 (time) on 3/18/04 (date) 2 (pages)
Phoned to confirm receipt of all pages at 2:41 (time) Jac Tricia Jen (initials)

APN;OWNER;ADDRESS;CITY;STATE;ZIP

04925057;MCDONALDS CORPORATION ;4502 GEORGETOWN PL #202 ;STOCKTON ;CA;95207

04925075;GFLIP III LTD PTP LP ;PO BOX 1210 ;LODI ;CA;95241

04925059;FREDAN PROPERTIES LLC ;1300 W LODI AVE SUITE K ;LODI ;CA;95242

06102015;HOFFMAN, ARTHUR & LORENE TR ET;2418 E WOODBRIDGE RD ;ACAMPO

;CA;95220

06102002;BECKMAN, WILLIAM TROY TR ETAL;PO BOX 1537 ;LODI ;CA;95241

EXHIBIT B



DECLARATION OF MAILING

PUBLIC HEARING TO CONSIDER AN APPEAL RECEIVED FROM KEY ADVERTISING INC., REGARDING THE PLANNING COMMISSION'S DECISION TO THE DENY THE REQUEST OF KEY ADVERTISING FOR A USE PERMIT TO ALLOW A 75-FOOT HIGH ELECTRONIC DISPLAY SIGN, AND A VARIANCE TO DOUBLE THE MAXIMUM ALLOWABLE SIGN AREA FROM 480 SQUARE-FEET TO 960 SQUARE-FEET TO BE LOCATED AT 1251 SOUTH BECKMAN ROAD

On March 18, 2004, in the City of Lodi, San Joaquin County, California, I deposited in the United States mail, envelopes with first-class postage prepaid thereon, containing a Notice of Public Hearing to consider the appeal received from Key Advertising Inc., regarding the Planning Commission's decision to deny the request of Key Advertising for a Use Permit to allow a 75-foot-high electronic display sign, and a Variance to double the maximum allowable sign area from 480 square-feet to 960 square-feet to be located at 1251 South Beckman Road, marked Exhibit "A"; said envelopes were addressed as is more particularly shown on Exhibit "B" attached hereto.

There is a regular daily communication by mail between the City of Lodi, California, and the places to which said envelopes were addressed.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on March 18, 2004, at Lodi, California.

ORDERED BY:

**SUSAN BLACKSTON
CITY CLERK, CITY OF LODI**

ORDERED BY:

JACQUELINE L. TAYLOR
DEPUTY CITY CLERK

JENNIFER M. PERRIN
DEPUTY CITY CLERK

A handwritten signature in cursive script, appearing to read "Patricia Ochoa".

PATRICIA OCHOA
ADMINISTRATIVE CLERK



DECLARATION OF POSTING

**PUBLIC HEARING TO CONSIDER AN APPEAL RECEIVED FROM KEY
ADVERTISING INC., REGARDING THE PLANNING COMMISSION'S
DECISION TO DENY THE REQUEST OF KEY ADVERTISING FOR A USE
PERMIT TO ALLOW A 75-FOOT-HIGH ELECTRONIC DISPLAY SIGN, AND A
VARIANCE TO DOUBLE THE MAXIMUM ALLOWABLE SIGN AREA FROM
480 SQUARE- FEET UP TO 960 SQUARE- FEET TO BE LOCATED AT 1251
SOUTH BECKMAN ROAD**

On Thursday, March 18, 2004 in the City of Lodi, San Joaquin County, California, a copy of a Notice of Public Hearing to consider an appeal received from Key Advertising for a Use Permit to allow a 75-foot-high electronic display sign, and a Variance to double the maximum allowable sign area from 480 square-feet to 960 square-fee to be located at 1251 South Beckman Road (attached hereto, marked E xhibit "A"), was posted a t t he following four locations:

Lodi Public Library
Lodi City Clerk's Office
Lodi City Hall Lobby
Lodi Carnegie Forum

I declare under penalty of perjury that the foregoing is true and correct.

Executed on March 18, 2004, at Lodi, California.

ORDERED BY:

**SUSAN J. BLACKSTON
CITY CLERK**

Jacqueline L. Taylor, CMC
Deputy City Clerk

A handwritten signature in cursive script that reads "Patricia Ochoa".

Patricia Ochoa
Administrative Clerk

Jennifer M. Perrin, CMC
Deputy City Clerk

CITY COUNCIL

LARRY D. HANSEN, Mayor
JOHN BECKMAN,
Mayor Pro Tempore
SUSAN HITCHCOCK
EMILY HOWARD
KEITH LAND

CITY OF LODI

CITY HALL, 221 WEST PINE STREET
P.O. BOX 3006
LODI, CALIFORNIA 95241-1910
(209) 333-6702
FAX (209) 333-6807
cityclrk@lodi.gov

H. DIXON FLYNN
City Manager
SUSAN J. BLACKSTON
City Clerk
D. STEPHEN SCHWABAUER
Interim City Attorney

FILE COPY

March 11, 2004

Kelly Higgs, Advertising Director
Key Advertising, Inc.
P.O. Box 1210
Lodi, CA 95241

APPEAL OF PLANNING COMMISSION DECISION (02-11-04)

To deny a Use Permit to allow a 75 foot high electronic display sign, and a Variance to double the maximum allowable sign area from 480 square feet to 960 square feet to be located at 1251 South Beckman Road

This is to notify you that at the City Council meeting of March 17, 2004 at 7:00 p.m. or as soon thereafter as the matter can be heard, in the Council Chamber, at the Carnegie Forum, 305 West Pine Street, Lodi, the Council will consider setting the date for the public hearing pertaining to the above matter.

Enclosed is a copy the March 17, 2004 City Council agenda and staff report related to Consent Calendar Item E-19 as prepared by the Community Development Department. The Community Development Department is recommending that the hearing be scheduled for **April 7, 2004**. Please note that prior to voting on the Consent Calendar the Mayor will offer an opportunity to the public to make comments. Should you wish to do so, please submit a "Request to Speak" card (*available in the Carnegie Forum*) to the City Clerk prior to the opening of the meeting.

Should you have any questions, please contact me at 333-6702, or Community Development Director Rad Bartlam at 333-6711.



Susan J. Blackston
City Clerk

cc: Community Development Department