

February 7, 2013

TO: Mayor and City Council
Planning Commission
City Manager

From: Jeffery W. Gibson, Community Development Director

SUBJECT: Community Development Director Action for Following Request(s) for the week of **February 4 – 7, 2013.**

EVENTS:

Applicant: Shaun Goldenberg, representing
Mac Mall

APPROVED
02/05/13

Case No.: EVN13-00009

Location: 22719 Hawthorne Boulevard

Zoning: H-MP Zone

Summary: Request for approval allow for a promotional outdoor event to showcase apple products with live performers in rear parking lot (immediately adjacent to Verizon building) and a food truck on the exterior of the building on 02/09/13 from 10:00AM-6:00PM on property located in the H-MP Zone at 22719 Hawthorne Boulevard.



EVN13-00009

City of Torrance, Community Development Department Jeffery W. Gibson, Director
3031 Torrance Blvd., Torrance, CA 90503, Phone (310) 618-5990 Fax (310) 618-5829

TEMPORARY PARKING LOT EVENT PERMIT APPLICATION

RECEIVED
FEB 05 2013
CITY OF TORRANCE
COMMUNITY DEVELOPMENT DEPT

Parts I, II, and III to be completed by the Applicant. Please print or type.

I. BUSINESS OWNER INFORMATION/PROPOSED EVENT LOCATION

Name of Applicant		Name of Business		Property Address (proposed parking lot event location)		City	State	Zip Code
Shawn Goldenberg		Mac Mall		22719 Hawthorne Blvd		Torrance	CA	90505
Name of Business Owner		Contact Phone Number		Mailing Address (if different from above)		City	State	Zip Code
Don DeDries		[REDACTED]		[REDACTED]		Segundo	CA	90245

II. EVENT AND SITE INFORMATION

Check type of approval requested:

- Promotional Outdoor Event
- Outdoor Gathering Of People
- Includes Amplified Sound
- Pumpkin Sales Lot
- Christmas Tree Sales Lot
- Other (Please Describe):
- Security # of Guards 4
- Armed (Y/N) N
- Gilled Cheese Truck

Describe the proposed event: Product Demos w/ Performances

Date(s) and Hours of event:

Date:	From: Feb 9 2013	To: Feb 9 2013	Hours:	From: 10am	To: 6pm
Set Up Date(s):	From: Feb 7 2013	To: Feb 9 2013	Clean Up Date:	Feb 9 2013	

Site Information:

Zoning	Total Lot Area (in sq. ft)	Total Number of Parking Spaces On-Site	Number Parking Spaces Displaced by the Event
H-MP	.	203	31

III. STANDARDS AND REQUIREMENTS

By signing this application form, I as the business owner and/or the property owner, hereby acknowledge that I have read and agree to comply with all applicable City standards regulating the proposed temporary use(s) and the following conditions of approval:

- a) No person will use any existing parking lot for a temporary parking lot sales event or a temporary parking lot special event, as defined in Sections 91.2.165 and 91.2.166 respectively, without first obtaining the prior approval of a Temporary Parking Lot Event Permit.
- b) The location of the proposed event is within an existing parking lot area and is being held by a permanent on-site business.
- c) The proposed event will not disrupt circulation of traffic within the parking lot or within the vicinity as determined by consideration of the location and design of on-site driveways; the on-site parking and circulation, including pedestrian movements; and the on-site lighting and traffic signage in relation to the location of the proposed parking lot event.

- d) The proposed event will not be materially detrimental to the public welfare or to the property of other persons located in the vicinity.
- e) The proposed event will not cover more than ten percent of the required parking spaces.
- f) The proposed event will not cause a shortage of parking for or restrict access to the existing uses.
- g) The business establishment proposing the event has not exceeded the maximum allowable number of four events per business establishment per calendar year.
- h) There are no other temporary parking lot sales or special events occurring on the same parking lot and during the same time period.
- i) All temporary structures, equipment and debris will be removed and the parking lot area will be cleaned and restored to its original condition within one calendar day immediately following the last effective date of the approval for the event.
- j) The operation of a pumpkin or a Christmas tree sales lot will conform to the requirements of Subsections c) and d) 2 through d) 5 of Section 92.2.9 regulating pumpkin and Christmas tree sales on vacant property (summarized below).
- k) The Community Development Director may impose additional conditions to the approval of the Temporary Parking Lot Event Permit to insure the preservation of the public peace, safety, health, and general welfare.
- l) Any violations of Section 91.3.7, other applicable Sections of the Torrance Municipal Code, and/or conditions of approval may result in enforcement actions, immediate suspension of the issued Temporary Parking Lot Event Permit and the denial of an application for such future event permits by the operator and/or the property owner.

Additional requirement for pumpkins or Christmas trees sales:

- a) No permit will be issued prior to September 1st for a pumpkin lot and November 1st for Christmas tree lot.
- b) Site preparation and set up for the sales lot will not commence prior to September 20th for a pumpkin sales lot, and November 15th for a Christmas tree sales lot.
- c) Sales operations to the public for a pumpkin lot will begin no earlier than October 10th and end no later than October 31st.
- d) Sales operations to the public for a Christmas tree lot will begin no earlier than December 1st and end no later than December 25th.
- e) The proposed sales operation is conducted between the hours of 9:00 a.m. to 10:00 p.m. daily.

APPLICANT		BUSINESS OWNER AND/OR PROPERTY OWNER	
Print Name of Applicant <i>Shawn Goldenberg</i>		Print Name of Business Owner and/or Property Owner <i>Don DeVries</i>	
Mailing Address [Redacted]	City, State, Zip <i>Segundo (A) 90245</i>	Mailing Address [Redacted]	City, State, Zip <i>Segundo (A) 90245</i>
Contact Phone Number <i>310-817-8551</i>		Contact Phone Number [Redacted]	
Signature [Redacted]	Date <i>2/5/13</i>	Signature <i>[Redacted]</i>	Date <i>2-5-13</i>

IV. FOR CITY USE ONLY - DO NOT WRITE BELOW THIS LINE

Plot Plan Attached Other Information Attached: _____

Application/Case No. <i>EVN13-00009</i>	Date of Acceptance <i>2/5/13</i>	Fee Amount <i>\$219.00</i>	Accepted By: <i>Danny Santana</i>
--	-------------------------------------	-------------------------------	--------------------------------------

Fire	<input checked="" type="checkbox"/> Approved	<input type="checkbox"/> Denied	<input type="checkbox"/> See Remarks	By: [Redacted]	Date: <i>2-05-13</i>
Building	<input checked="" type="checkbox"/> Approved	<input type="checkbox"/> Denied	<input checked="" type="checkbox"/> See Remarks	By: [Redacted]	Date: <i>2/5/13</i>
Environmental	<input checked="" type="checkbox"/> Approved	<input type="checkbox"/> Denied	<input checked="" type="checkbox"/> See Remarks	By: [Redacted]	Date: <i>2/5/13</i>
Police	<input checked="" type="checkbox"/> Approved	<input type="checkbox"/> Denied	<input type="checkbox"/> See Remarks	By: [Redacted]	Date: <i>2/5/13</i>

REMARKS Please log comments in Permit Plan	
Fire	
Building	- Any tents larger than 10'x12" require safety insp. permit. - No obstructions to H.C. park'g. / H.C. patios allowed.
Environmental	No illegal signs obtain permit for banners
Police	Require 4 unarmed uniformed security guards plus one TPD officer - music to conclude By 11:30 hrs.

STAFF ASSESSMENT AND RECOMMENDATION (COMMUNITY DEVELOPMENT DEPARTMENT)

- The applicant has satisfied all the standards and requirements of the Permit. Therefore staff recommends approval of the Temporary Parking Lot Event Permit subject to the Standards and Requirements contained in Section III of this approval.
- The application does not meet the standards and requirements for issuance of a Temporary Parking Lot Event Permit and therefore staff recommends denial. The following standards/requirements were not met:
- No encroachments into public R.O.W. firelanes or drive aisles
 - No blocking of handicap access or parking spaces
 - Return site & lot to prior state immediately following event

Assessment Made By:	
Name Danny Santana	Title Senior Planner
Recommended By:	
Name [Redacted]	Title Planning Manager

COMMUNITY DEVELOPMENT DIRECTOR APPROVAL

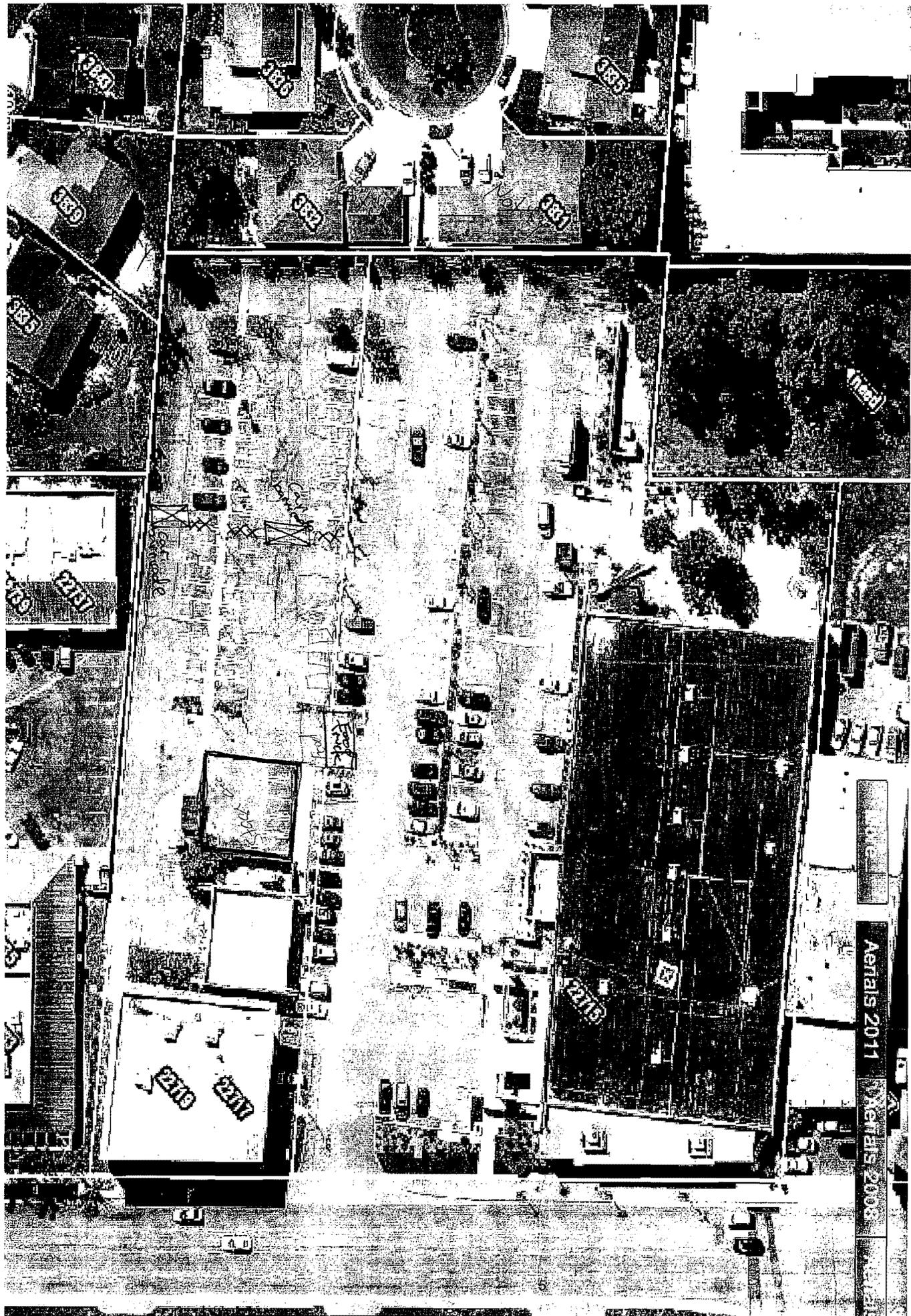
This request for a Seasonal Sales Permit is:

Approved Denied Temporary Parking Lot Permit Number: EVN13-00009

[Redacted Signature] Date: 5/8/13

Jeffery W. Gibson
Community Development Director

Decisions by the Community Development Director pertaining to a Temporary Parking Permit Lot Event Permit are appealable to the Planning Commission within five (5) calendar days following the above date of approval or denial.



Aerials 2011

Aerials 2008