

City of Garden Grove

INTER-DEPARTMENT MEMORANDUM

To:	Matthew J. Fertal	From:	Susan Emery	
Dept:	City Manager	Dept:	Community Development	
Subject:	ADOPTION OF AN ORDINANCE APPROVING AMENDMENT NO. A-005-2014 TO AMEND TITLE 9 OF THE GARDEN GROVE MUNICIPAL CODE, CHAPTER 20, UPDATING AND REVISING REGULATIONS PERTAINING TO MONUMENT SIGNS; AND TO ESTABLISH STANDARDS AND REQUIREMENTS PERTAINING TO MONUMENT SIGNS CONTAINING ELECTRONIC CHANGEABLE COPY FOR SPECIFIED LAND USES (PUBLIC HEARING)		Date:	October 14, 2014

OBJECTIVE

To transmit a recommendation from the Planning Commission requesting the City Council introduce and conduct the first reading of an ordinance approving Amendment No. A-005-2014 (Amendment) to amend Title 9.20 of the Garden Grove Municipal Code (Code) updating and revising regulations pertaining to monument signs; and to establish standards and requirements pertaining to monument signs containing electronic changeable copy for specified land uses.

BACKGROUND

Over the years, the City has received numerous requests from churches and other uses that provide on-site programming and activities that change frequently for changeable copy signs, also known as electronic reader boards, as a means to easily publicize their services and programs. In the past, the City discouraged electronic reader boards due to possible impacts to the community. Due to this continued resurgence of requests for electronic reader boards, and with increased sophistication and advancement to electronic reader board technology, staff has reevaluated this type of request.

Currently, the City's zoning code does not permit electronic reader boards. However, the City has allowed electronic reader boards for several unique uses, due to their special operating characteristics and Planned Unit Development (PUD) zone designation of the properties (i.e. auto dealers located along Trask Avenue and the former Crystal Cathedral.)

The Amendment will amend the existing monument sign requirements of the Code to allow for an increase in the height of new standard monument signs, as well as a larger sign display area; require architectural design elements, and specify monument sign placement. The Amendment will update and revise regulations pertaining to monument signs generally, allow monument signs containing electronic changeable copy on sites legally established with certain specified uses, and establish specific standards and requirements pertaining to the construction, location, and operation of monument signs containing electronic changeable copy.

On August 21, 2014, the Planning Commission held a Public Hearing to consider Amendment No. A-005-2014. At the Public Hearing, one (1) member of the public spoke in favor of the Amendment; no one spoke in opposition. The Planning Commission voted 5-0 and adopted Resolution No. 5810-14 recommending the City Council adopt Amendment No. A-005-2014.

DISCUSSION

The Amendment will amend the existing development standards for all monument signs. "Standard" monument signs will be limited to a maximum height of six (6) feet, as measured from the centerline of the sign, a maximum length of eight (8) feet, and a maximum display area of thirty-two (32) square feet. "Tall" monument signs will be limited to a maximum height twelve (12) feet, a maximum length of six (6) feet, and a maximum display area of fifty-four (54) square feet. The display area may be two-face, allowing signage on both sides of the sign.

In order to encourage monument signs to be architecturally attractive, the Amendment will require architectural enhancements to all new monument signs, such as, but not limited to, a base and architecture cap that can be used to identify the center, and columns to frame the sign face.

The Amendment will require new monument signs to maintain a minimum setback of three (3) feet from any street property line. In addition, monument signs will be required to be placed along the property's street frontage, to maintain a distance of twenty-five (25) feet from any interior property lines, and to maintain a distance of one-hundred (100) feet from other monument signs located within the same development. Due to the increased allowable height, monument signs will be required to meet vision clearance requirements from driveways and from street corners.

The current Code allows "standard" monument signs in all zones, with the exception of the R-1 (Single-Family Residential), R-2 (Limited Multiple Residential), and O-S (Open Space) zones. As most churches are located in residential zones, the Amendment will allow "standard" monument signs for those certain limited uses allowed to have electronic reader boards, including churches and similar uses, in the R-1 and R-2 zones.

For zones where monument signs are permitted, only the following uses will be allowed to incorporate electronic reader boards: service stations (only pricing information will be allowed to be displayed with changeable copy), churches and other religious centers, public and non-profit educational institutions and schools, movie theaters (movie theaters are not permitted in the residential zones), public buildings, public recreational facilities, and private clubs and lodges. Electronic reader boards will be required to comply with the monument sign requirements as proposed by this amendment, including maximum height, maximum display area, and the incorporation of architectural elements.

The Amendment will establish specific hours of operation the electronic reader boards can operate in order to minimize impacts to adjacent uses, specifically residential uses. The Amendment will restrict the operating times of electronic reader boards from 7:00 a.m. to 10:00 p.m., and will require the sign to remain dark and unlit between the hours of 10:00 p.m. to 7:00 a.m. The Amendment will also require signs to be dimmed, both automatically and manually, during the evening hours between sunset to 10:00 p.m.

The amendment will prohibit the display of bright, flashing, strobe type effects or graphics, and the content will not be allowed to change faster than once every twenty seconds and will only be allowed to display static letters, symbols and/or numbers of a single color against a black or unlit background. These restrictions will help to minimize light and glare impacts to adjacent residential uses.

The Amendment will also establish a distance requirement of 80 feet from the electronic reader board to any adjacent residential use property line. This requirement will help minimize any light and glare impacts to adjacent residential uses. In addition, electronic reader boards must maintain a distance of 150 feet from other electronic reader boards in the vicinity, and that only properties with a minimum lot frontage of 160 feet will be allowed to have an electronic reader board.

FISCAL IMPACT

There is no fiscal impact to the City regarding this Amendment.

RECOMMENDATION

It is recommended that the City Council:

- Conduct a Public Hearing;
- Determine that the Ordinance is categorically exempt from the California Environmental Quality Act pursuant to Title 14, California Code of Regulations, Section 15303 (Small Accessory Facilities) and 15311 (Minor Structures) of the State CEQA Guidelines;
- Introduce and conduct the first reading of the attached Ordinance approving Amendment No. A-005-2014 to amend Title 9 of the Garden Grove Municipal Code, Chapter 20, to update and revise regulations pertaining to monument signs and to establish standards and requirements pertaining to monument signs containing electronic changeable copy for specified land uses.



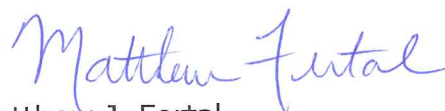
SUSAN EMERY
Assistant City Manager



By: Mary Medrano
Planning Technician

- Attachment 1: Planning Commission Staff Report dated August 21, 2014
Attachment 2: Planning Commission Resolution No. 5810-14
Attachment 3: Planning Commission Minute Excerpt of August 21, 2014
Attachment 4: Draft City Council Ordinance for Amendment No. A-005-2014

Approved for Agenda listing



Matthew J. Fertal
City Manager

COMMUNITY DEVELOPMENT DEPARTMENT PLANNING STAFF REPORT

AGENDA ITEM NO.: C.2.	SITE LOCATION: Citywide
HEARING DATE: August 21, 2014	GENERAL PLAN: N/A
CASE NO. Amendment No. A-005-2014	ZONE: N/A
APPLICANT City of Garden Grove	APN: N/A
OWNER: N/A	CEQA DETERMINATION: Exempt

REQUEST:

An Amendment to Chapter 20 of Title 9 of the City of Garden Grove Municipal Code to update and revise regulations pertaining to monument signs and to establish standards and requirements pertaining to monument signs containing electronic changeable copy for specified land uses.

BACKGROUND:

Over the years, the City has received numerous requests from churches and other similar assembly type uses that provide on-site programming and activities that change frequently for changeable copy signs, also known as electronic reader boards, as a means to easily advertise their services and programs, including service times, event information, and announcements to members and the general public. In the past, the City discouraged electronic reader boards due to possible impacts to the community, including impacts to residential uses, such as light and glare concerns. Due to this continued resurgence of requests for electronic reader boards, and with increased sophistication and advancement to electronic reader board technology, staff has reconsidered the request.

Currently, the City's zoning code does not permit electronic reader boards. However, the City has allowed electronic reader boards for several unique uses, including the auto dealers located along Trask Avenue and the former Crystal Cathedral, due to their special operating characteristics and Planned Unit Development (PUD) zone designation of the properties. Community message reader boards, that are operated exclusively by the City, have been approved along the SR 22-freeway, as well as in Civic Center Park, in order to advertise citywide events.

In evaluating the request, staff has determined that, due to the special operating characteristics of churches, schools, theatres, public facilities, private clubs and lodges, and service stations, an electronic reader board would serve a benefit for advertising their respective services and activities as well as potential community activities. In conjunction with the proposed amendments pertaining to electronic reader boards, staff has also determined that an update to the existing general monument sign standards is also necessary.

The proposed amendment will amend the existing monument sign requirements of the code that will allow for an increase to the height of new monument signs, as well as allow for larger sign display area, require architectural design elements, and specify monument sign placement. The proposed text amendment to Chapter 9.20 of the Municipal Code would update and revise regulations pertaining to monument signs generally, allow monument signs containing electronic changeable copy on sites legally established with certain specified uses, and establish specific standards and requirements pertaining to the construction, location, and operation of monument signs containing electronic changeable copy.

DISCUSSION:

As a means to provide equal size limitations and comparable architectural articulation amongst all new monument signs, whether electronic or not, it is necessary to amend the existing monument sign standards, and establish new regulations for electronic reader boards within a monument sign that will be limited to assembly type uses. The proposed amendment will address all new monument signs in all zones where currently permitted. However, an electronic reader board within a monument sign will only be available to the limited uses specified, i.e., service station (for pricing information only), churches and other religious institutions, public and non-profit educational institutions and schools, movie theaters, public buildings, public recreational facilities, and private clubs and lodges.

The proposed amendment will amend Sections 9.20.020 (Definitions), 9.20.040.A2 (Monument Sign), Section 9.20.050 (Signs: Design Elements), Section 9.20.060.A and C (Permitted Signs) of Title 9 of the Municipal Code. Also, the proposed amendment will establish new standards and requirements for electronic reader boards designed within a monument sign for assembly uses.

A. Amendment to Existing Monument Sign Standards

The proposed amendment will amend the existing development standards for monument signs in order to provide for greater signage and visibility. The current code limits the height of monument signs located within the front setback to a maximum height of four (4) feet, and a height of six (6) feet for monument signs located outside of the required setbacks. The proposed amendment will establish a standard height that will be limited to a maximum height of six (6) feet, as measured from the centerline of the sign. The proposed height will allow for increased street visibility and provide for a larger display area that can accommodate additional tenant signage, or an electronic reader board for certain uses.

In order to encourage monument signs to be architecturally attractive, the proposed amendment will require architectural enhancements to all new monument signs. These enhancements include, but are not limited to, a base and architecture cap that can be used to identify the center, and columns to frame the sign face. Within the proposed six (6) foot height limitation, the monument sign is required to

include a minimum base of one-foot, as measured from the centerline of the sign, to keep the display area above the ground.

The proposed amendment will limit the display area of new monument signs to thirty-two (32) square feet. The display area will be two-face, allowing signage on both sides of the sign. The current code limits the size of the monument sign display area to twenty (20) square feet. The increased sign area will allow for additional tenant signage as well as accommodate an electronic reader board for assembly uses. Diagram 1 illustrates an example of a monument sign design to comply with the proposed sign regulations, including height, width, and maximum display area.

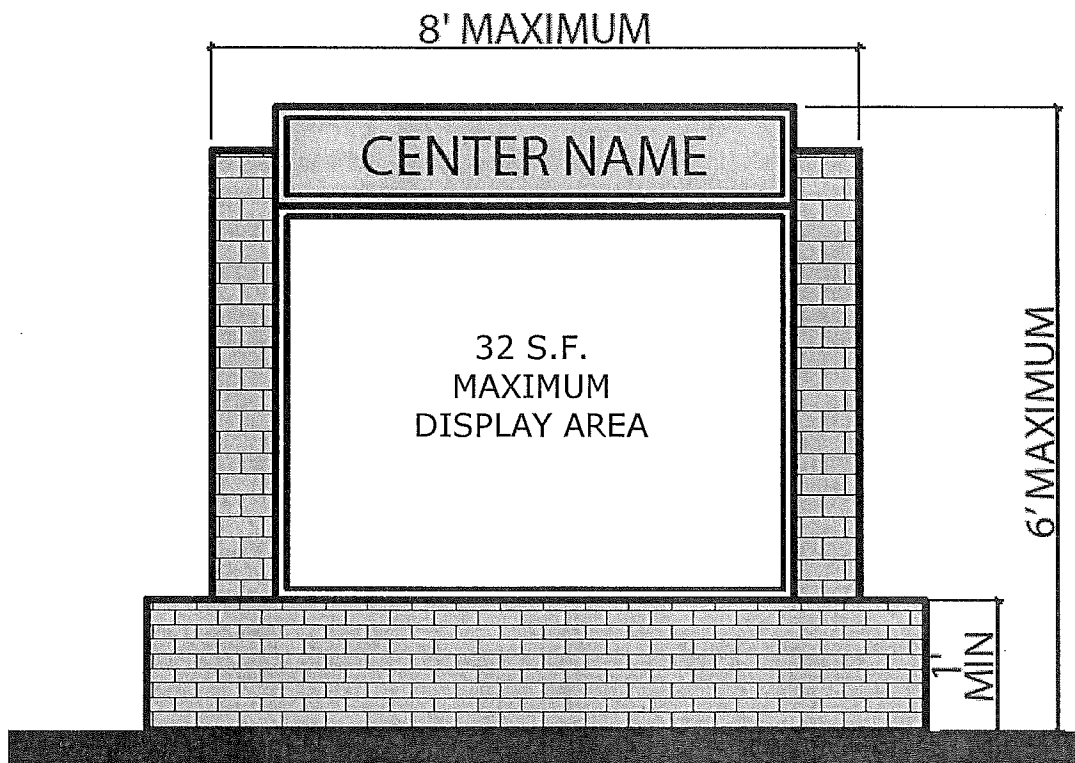


Diagram 1

Illustration of possible monument sign design that complies with maximum dimensions.

The proposed amendment will include new provisions that will regulate the placement, including setbacks and separation distances, of new monument signs. The proposed code amendment will require new monument signs to maintain a minimum setback of three (3) feet from any street property line. In addition, monument signs will be required to be placed along the property's street frontage, maintain a distance of twenty-five (25) feet from any interior property lines, and

maintain a distance of one-hundred (100) feet from other monument signs located within the same development. Also, due to the increased height, monument signs will be required to observe vision clearance requirements from driveways and from street corners. Diagram 2 below illustrates the vision clearance requirements from a driveway and street corner.

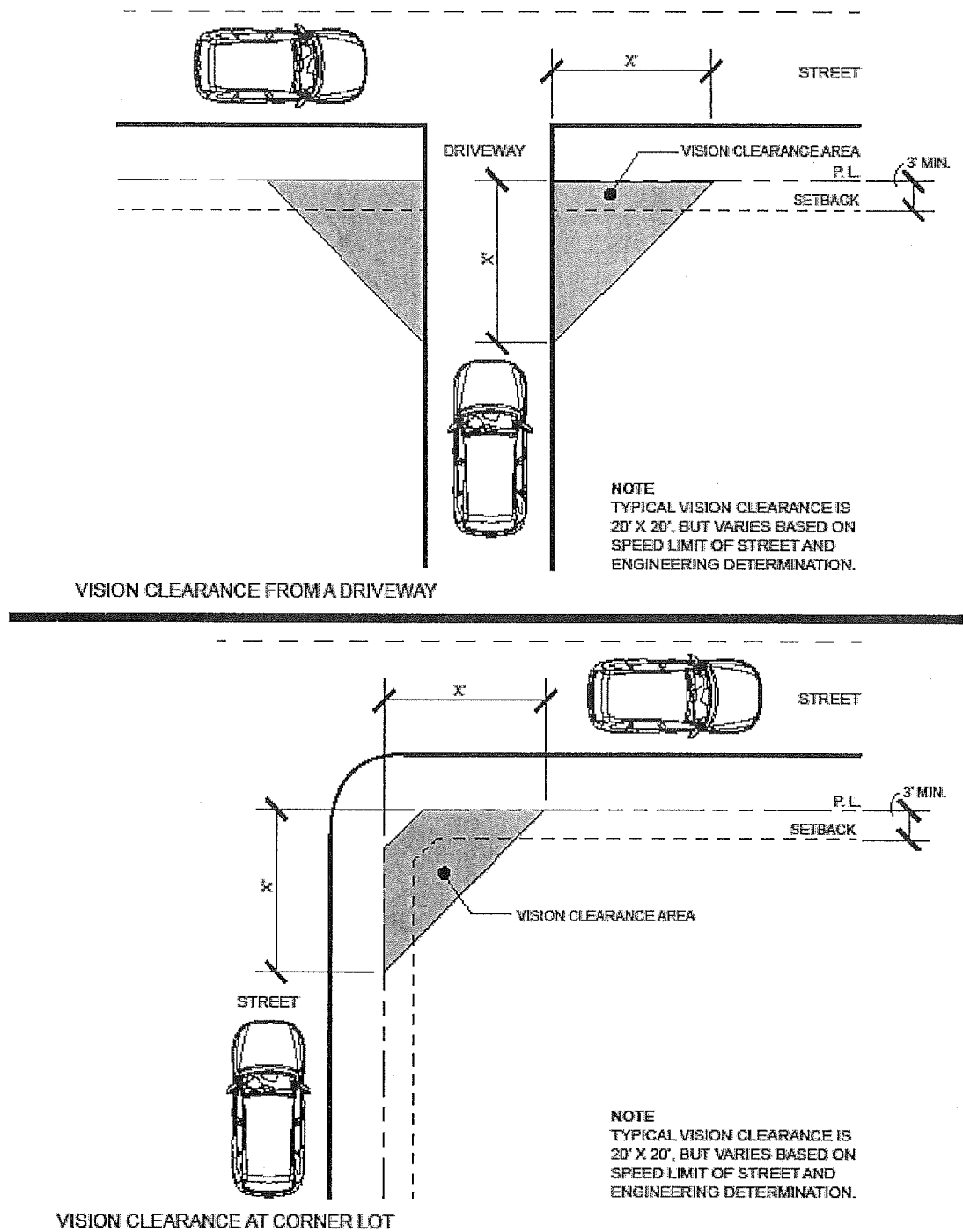


Diagram 2

Illustration of vision clearance requirements for from streets and driveways.

The current code allows monument signs in all zones, with the exception of the R-1 (Single-Family Residential), R-2 (Limited Multiple Residential), and O-S (Open Space) zones. Since most churches are located in residential zones (see Exhibit A), the proposed amendment will allow monument signs in the R-1 and R-2 zones, identified as "monument standard", and will only be allowed for religious type uses and other assembly type uses. The code currently allows monument signs in the R-3 (Multiple Family Residential) zone.

The table below illustrates the changes to Section 9.20.060.A. of the Municipal Code allowing monument signs in the R-1 and R-2 zones, as well as deleting the H-R column from the table since the H-R (Main Street Retail Overlay) zone no longer exists due to the adoption of the CC (Civic Center) mixed use zone. The changes to table 9.20.060.A are shown below (deletions shown in strikethrough, additions shown in double-underline):

SIGN TYPES	R-1	R-2	R-3	O-P	C-1	C-2	C-3	CC	GGMU -1,2,3	AR	NMU	M-1	M-P	H-R	O-S
Directional	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Marquee/Canopy	--	--	--	--	P	P	P	P	P	P	P	--	--	--	--
Nameplate	P	P	P	P	--	--	--	P	P	P	P	--	--	--	--
Pole	--	--	--	P	P	P	P	--	--	--	--	--	--	--	--
Pylon	--	--	--	P	P	P	P	--	P	P	P	--	--	--	--
Political	P	P	P	P	P	P	P	P	P	P	P	P	P	P	--
Wall	--	--	--	P	P	P	P	P	P	P	P	P	P	P	--
Monument-Standard	<u>P**</u>	<u>P**</u>	P	P	P	P	P	P	P	P	P	P	P	--	--
Monument-Tall	--	--	--	--	--	--	--	P*	P	--	P	--	--	--	--
Temporary	P	P	P	P	P	P	P	P	P	P	P	P	P	P	--
Community Message Center	--	--	--	P	P	P	P	P	--	--	P	P	P	P	P
Window	--	--	--	--	P	P	P	P	P	P	P	--	--	P	--
Sales/Lease/Rental	P	P	P	P	P	P	P	P	P	P	P	P	P	P	--
Temporary Real Estate	P	P	P	P	P	P	P	P	P	P	P	P	P	P	--
Temporary Construction	P	P	P	P	P	P	P	P	P	P	P	P	P	P	--
Projecting/Blade	--	--	--	--	--	--	--	P	P	P	P	--	--	P	--
Corporate Flag	--	--	--	P	P	P	P	P	P	P	P	P	P	--	--
Under Canopy/Walkway	--	--	--	P	P	P	P	P	P	P	P	P	P	P	--
Directory	--	P	P	P	P	P	P	P	P	P	P	P	P	P	P

* Only permitted in the CC-3 zone.

** ***Only permitted for the uses listed in section 9.20.050.J.***

B. Electronic Reader Board Signs

The proposed amendment will establish a new section in the code, Section 9.20.050, which will provide specific requirements for electronic reader boards.

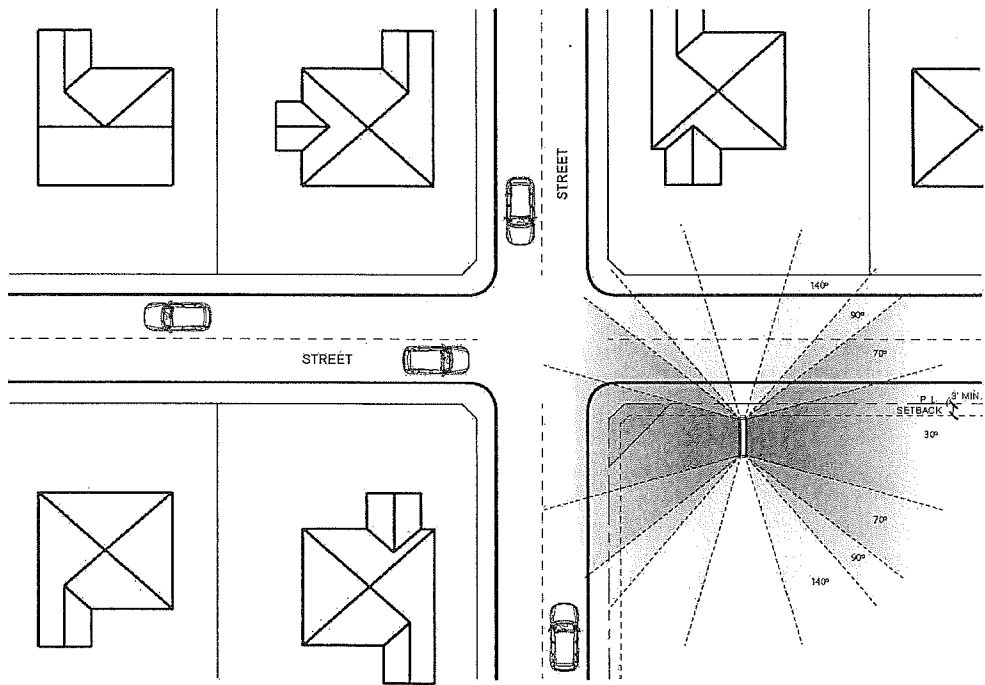
For zones where monument signs are permitted, only the following uses will be allowed to incorporate electronic reader boards: service stations (only pricing information will be allowed to be displayed with changeable copy), churches and other religious centers, public and non-profit educational institutions and schools, movie theaters (movie theaters are not permitted in the residential zones), public buildings, public recreational facilities, and private clubs and lodges. Electronic reader boards will be required to comply with the monument sign requirements, as proposed by this amendment, including maximum height, maximum display area, and the incorporation of architectural elements.

The proposed amendment will establish specific hours of operation when the electronic reader boards can operate in order to minimize impacts to adjacent uses, specifically residential uses. The code will restrict the operating times of electronic reader boards from 7:00 a.m. to 10:00 p.m., and will require the sign to remain dark and unlit between the hours of 10:00 p.m. to 7:00 a.m. The code will also require the signs to be dimmed, both automatically and manually, during the evening hours between sunset to 10:00 p.m.

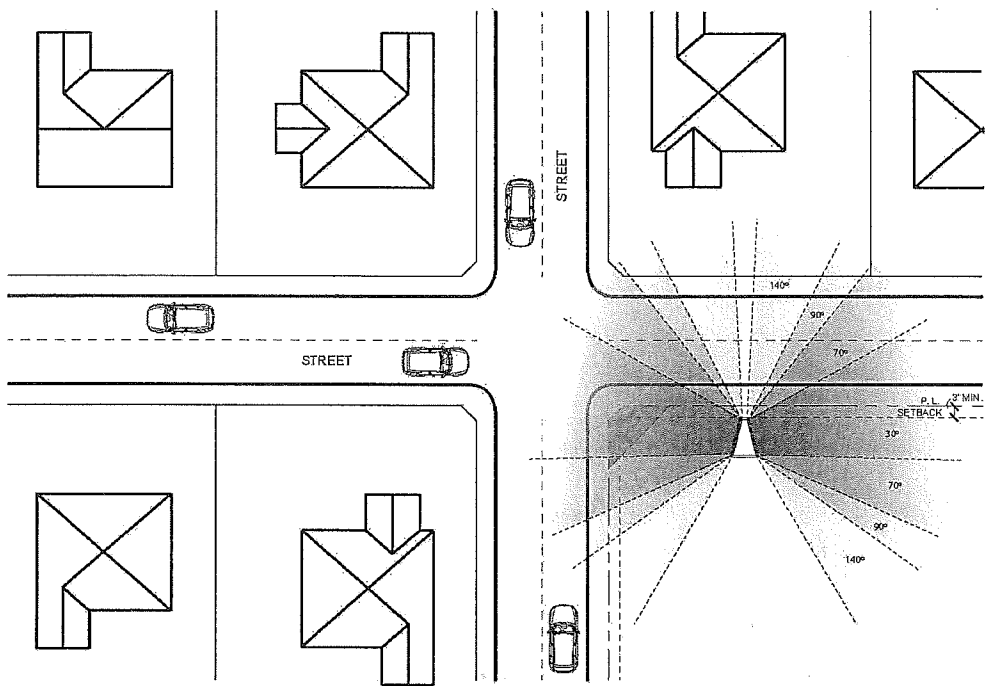
Although not part of the amendment, it is recommended that the effect of viewing angles on the reader board's brightness be considered as they work opposite of each other, but directly affect the surrounding environment. A reader board with a lower viewing angle has a higher brightness. However, expanding the viewing angle spreads the brightness across a wider viewing range, thus decreases the overall brightness, and vice versa, as shown in Diagram 3. Designing "V" shaped monument signs, as shown in Diagram 3, is another way to control the viewing angles and should be explored on a case-by-case basis.

The amendment will also prohibit the display of bright, flashing, strobe type effects or graphics, and the content will not be allowed to change faster than once every twenty seconds and will only be allowed to display static letters, symbols and/or numbers of a single color against a black or unlit background. These restrictions will help to minimize light and glare impacts to adjacent residential uses.

The proposed code will also establish a distance requirement of 80 feet from the electronic reader board to any adjacent residential use property line. This distance requirement will help minimize any light and glare impacts to adjacent residential uses. Also, the proposed amendment will require electronic reader boards to maintain a distance of 150 feet from other electronic reader boards in the vicinity, and that only properties with a minimum lot frontage of 160 feet will be allowed to have an electronic reader board.



MONUMENT SIGN PERPENDICULAR TO STREET



V SHAPED MONUMENT SIGN PERPENDICULAR TO STREET

Diagram 3

Illustration of viewing angles and display brightness.

The proposed amendment is internally consistent with the goals, policies, and elements of the General Plan. The revisions to the monument sign code and the proposed electronic changeable copy regulations will ensure compatibility of signage and land uses, and will support the purposes and intent of the sign code.

RECOMMENDATION:

Staff recommends that the Planning Commission take the following action:

- Adopt the attached Resolution recommending approval of Amendment No. A-005-2014 to the City Council.



KARL HILL
Planning Services Manager



By: Mary Medrano
Planning Technician

RESOLUTION NO. 5810-14

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF GARDEN GROVE RECOMMENDING THAT THE CITY COUNCIL APPROVE AMENDMENT NO. A-005-2014, AN AMENDMENT TO CHAPTER 20 OF TITLE 9 OF THE GARDEN GROVE MUNICIPAL CODE TO ESTABLISH STANDARDS AND REQUIREMENTS PERTAINING TO ELECTRONIC CHANGEABLE COPY IN SIGNS AND TO REVISE MONUMENT SIGN REGULATIONS.

BE IT RESOLVED that the Planning Commission of the City of Garden Grove, in a regular session assembled on August 21, 2014, hereby recommends approval of Amendment No. A-005-2014.

BE IT FURTHER RESOLVED in the matter of Amendment No. A-005-2014 the Planning Commission of the City of Garden Grove does hereby report as follows:

1. The subject case was initiated by the City of Garden Grove.
2. The City of Garden Grove proposes to amend Chapter 20 of Title 9 of the Garden Grove Municipal Code to establish standards and requirements pertaining to electronic changeable copy in signs, and to revise the existing monument sign regulations.
3. The Planning Commission recommends the City Council find that the proposed Code Amendment is not subject to the California Environmental Quality Act ("CEQA"; Cal. Pub. Resources Code Section 21000 et seq.) pursuant to Section 15303 (small accessory facilities) and 15311 (minor structures) of the State CEQA Guidelines (Cal. Code of Regs., Title 14, Section 15000 et seq.).
4. Report submitted by City Staff was reviewed.
5. Pursuant to a legal notice, a public hearing was held on August 21, 2014, and all interested persons were given an opportunity to be heard.
6. The Planning Commission gave due and careful consideration to the matter at its meeting on August 21, 2014, and

BE IT FURTHER RESOLVED, FOUND AND DETERMINED that the facts and reasons supporting the conclusion of the Planning Commission, as required under Municipal Code Sections 9.32.030 are as follows:

FACTS:

Over the years, the City has received numerous requests from churches and other similar assembly type uses that provide on-site programming and activities that change frequently for changeable copy signs, also known as electronic reader

boards, as a means to easily advertise their services and programs, including service times, event information, and announcements to members and the general public.

Due to these requests, the City has proposed a text amendment to Chapter 20 of Title 9 of the Municipal Code, which would update and revise regulations pertaining to monument signs generally, allow monument signs containing electronic changeable copy on sites legally established with certain specified uses, and establish specific standards and requirements pertaining to the construction, location, and operation of monument signs containing electronic changeable copy.

Specifically, the proposed text amendment would make the following changes to the existing provisions of Chapter 9.20:

- Update the Use Tables in Chapter 9.20 to remove reference to the H-R Zone (which no longer exists and has been replaced by the Civic Center Mixed Use Zone).
- Increase the permitted maximum height of standard monument signs from 4 feet to 6 feet.
- Establish and expressly set forth the following maximum height, length, and display surface area standards for both "standard" and "tall" monument signs:
 - Standard Monument Signs:
 - Height: 6 feet
 - Length: 8 feet
 - Area of Display Surface: 32 sq. ft.
 - Tall Monument Signs:
 - Height: 12 feet
 - Length: 6 feet
 - Area of Display Surface: 54 sq. ft.
- Specify that all caps, columns, bases, and other structural elements and/or design features of a monument sign are to be included in the maximum height and length calculations.
- Expressly require all monument signs to have a minimum 1 foot base and other structural elements as needed to make the sign architecturally compatible with the site (such as columns and/or a cap).
- Add language clarifying the allowable locations of monument signs on a lot / site and specifying that monuments signs should not be located in a manner that obscures corner vision clearance from any driveway.
- Allow monuments signs located on sites (in any zone) legally established with the following types of land uses to have electronic changeable copy:

- Service stations (electronic copy limited to portion of sign conveying pricing information)
 - Churches and other religious centers
 - Public and non-profit educational institutions and schools
 - Movie theatres
 - Public buildings
 - Public recreational facilities
 - Private clubs and lodges
- Establish development and operational standards for monument signs with electronic changeable copy, including the following:
 - Limit operation of sign to the hours of 7:00 a.m. to 10:00 p.m.
 - Require sign to contain both an automatic dimmer and a manual (backup) dimmer for reducing the intensity of light output in the evening hours.
 - Set objective and measurable maximum light output intensity level for such signs.
 - Prohibit changes in light intensity (other than between daylight and evening hours).
 - Limit electronic copy to static letters, symbols, and/or numbers (no graphics or moving or flashing effects).
 - Limit electronic copy to a single color against a black (or unlit) background.
 - Limit the rate of change of electronic copy to a minimum of once every 20 seconds.
 - Require a minimum lot frontage of 160 feet.
 - Establish distance limit of at least 150 feet from another monument sign containing electronic changeable copy.
 - Establish distance limit of at least 80 feet from the property line of any residential property.

Currently, signs with electronic changeable copy are not generally permitted in the City of Garden Grove. However, the City has allowed electronic reader boards for several unique uses, including the auto dealers located along Trask Avenue and the former Crystal Cathedral, due to their special operating characteristics and Planned Unit Development (PUD) zone designation of the properties. Community message reader boards, that are operated exclusively by the City, have been approved along the SR 22-freeway, as well as in Civic Center Park, in order to advertise citywide events.

Service stations are required by State law to provide gasoline pricing information that may change daily, Churches and other religious centers, public and non-profit educational institutions and schools, movie theaters, public buildings, public recreational facilities, and private clubs and lodges provide programming and activities that change more often than most other uses of property.

FINDINGS AND REASONS:

1. The proposed Code Amendment is internally consistent with the goals, policies, and elements of the General Plan.

The proposed Amendment includes amendments to Chapter 20 of Title 9 of the Municipal Code to update and revise regulations pertaining to monument signs, and to expressly permit monument signs with electronic changeable copy as an incidental use to certain legally established land uses, subject to the reasonable standards and requirements concerning their construction, location, and operation. The General Plan does not contain specific policies pertaining to monument signs and/or electronic changeable copy in signs. However, General Plan Policy LU-6.6 directs the City to ensure appropriate and compatible signage is provided within commercial centers. Furthermore, Section 9.20.010.A provides that the purpose and intent of the sign code is to "provide minimum, reasonable sign control by recognizing that the attractiveness of the community is an important factor to protect property values, to provide equal access to channels of commercial communications, and to protect the general welfare of the citizens of the city. The revisions to the monument sign regulations and proposed electronic changeable copy restrictions will ensure compatibility of signage and land uses, and will support the purpose and intent of the sign code.

2. The proposed Code Amendment will promote the public health, safety and welfare.

The amendments to the regulations pertaining to monument signs simplify, clarify, and make more uniform the standards for design, size, and placement of monument signs. The standards and requirements established for signs with electronic changeable copy ensure that the signs do not create nuisances to the public and adjacent properties. Allowing signs with changeable copy for only service station, institutional, and assembly-type uses is reasonable because gas stations are required by State law to provide gasoline pricing information that may change daily, and institutional and assembly-type uses provide programming and activities that change more often than most other uses of property.

INCORPORATION OF FACTS AND FINDINGS SET FORTH IN STAFF REPORT:

In addition to the foregoing the Planning Commission incorporates herein by this reference, the facts and reasons set forth in the staff report.

BE IT FURTHER RESOLVED that the Planning Commission does conclude:

1. Amendment No. A-005-2014 possesses characteristics that would indicate justification of the request in accordance with Municipal Code Section 9.32.030.D.1 (Code Amendment).
2. The Planning Commission recommends that the City Council approve Amendment No. A-005-2014 and adopt the draft Ordinance attached hereto as Exhibit "A".

Adopted this 21st day of August, 2014

ATTEST:

/s/ GARY LAZENBY
CHAIR

/s/ JUDITH MOORE
SECRETARY

STATE OF CALIFORNIA)
COUNTY OF ORANGE) SS:
CITY OF GARDEN GROVE)

I, JUDITH MOORE, Secretary of the City of Garden Grove Planning Commission, do hereby certify that the foregoing Resolution was duly adopted by the Planning Commission of the City of Garden Grove, California, at a meeting held on August 21, 2014, by the following vote:

AYES:	COMMISSIONERS:	(5)	ALEJANDRO, BRIETIGAM, LAZENBY, MARGOLIN, SILVA
NOES:	COMMISSIONERS:	(0)	NONE
ABSTAIN:	COMMISSIONERS:	(1)	ZAMORA
ABSENT:	COMMISSIONERS:	(1)	NGUYEN

/s/ JUDITH MOORE
SECRETARY

PLEASE NOTE: Any request for court review of this decision must be filed within 90 days of the date this decision was final (See Code of Civil Procedure Section 1094.6).

A decision becomes final if it is not timely appealed to the City Council. Appeal deadline is September 11, 2014.

MINUTE EXCERPT

GARDEN GROVE PLANNING COMMISSION

PUBLIC HEARING – AMENDMENT NO. A-005-2014. City of Garden Grove, Citywide.

Applicant: City of Garden Grove

Date: August 21, 2014

Request: To amend Chapter 20 of Title 9 of the City of Garden Grove Municipal Code to establish standards and requirements pertaining to electronic changeable copy in signs, and to revise the existing monument sign regulations. This project is exempt pursuant to CEQA Sections – 15303 – Small New Accessory Facilities and 15311 – Minor Structures.

Action: Public Hearing held. Speakers: Mr. Josh Tameifuna.

Action: Resolution No. 5810-14 adopted.

Motion: Brietigam Second: Lazenby

Ayes: (5) Alejandro, Brietigam, Lazenby, Margolin, Silva

Noes: (0) None

Abstain: (1) Zamora

Absent: (1) Nguyen

ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF GARDEN GROVE APPROVING AMENDMENT NO. A-005-2014 AMENDING TITLE 9 OF THE GARDEN GROVE MUNICIPAL CODE, CHAPTER 20, TO ESTABLISH STANDARDS AND REQUIREMENTS PERTAINING TO ELECTRONIC CHANGEABLE COPY IN SIGNS AND REVISING MONUMENT SIGN REGULATIONS

City Attorney Summary

This Ordinance approves a text amendment to Chapter 20 of Title 9 of the Garden Grove Municipal Code to update and revise regulations pertaining to monument signs and to establish standards and requirements pertaining to monument signs containing electronic changeable copy for specified land uses.

THE CITY COUNCIL OF THE CITY OF GARDEN GROVE FINDS AND DETERMINES AS FOLLOWS:

WHEREAS, the subject case, initiated by the City of Garden Grove, proposes to amend Chapter 20 of Title 9 of the Garden Grove Municipal Code to establish standards and requirements pertaining to electronic changeable copy in signs, and to revise the existing monument sign regulations;

WHEREAS, following a Public Hearing held on August 21, 2014, the Planning Commission adopted Resolution No. 5810-14 recommending approval of Amendment No. A-005-2014;

WHEREAS, pursuant to a legal notice, a Public Hearing regarding the proposed adoption of this Ordinance was held by the City Council on October 14, 2014, and all interested persons were given an opportunity to be heard;

WHEREAS, the City Council gave due and careful consideration to the matter; and

WHEREAS, the City Council hereby makes the following findings regarding Amendment No. A-005-2014:

A. The proposed Code Amendment is internally consistent with the goals, policies, and elements of the General Plan. The proposed Amendment includes amendments to Chapter 20 of Title 9 of the Garden Grove Municipal Code to update and revise regulations pertaining to monument signs, and to expressly permit monument signs with electronic changeable copy as an incidental use to certain legally established land uses, subject to the reasonable standards and requirements concerning their construction, location, and operation. The General Plan does not contain specific policies pertaining to monument signs and/or electronic changeable copy in signs. However, General Plan Policy LU-6.6 directs the City to ensure appropriate and compatible signage is provided within commercial centers. Furthermore, Section 9.20.010.A provides that the purpose and intent of the sign

code is to "provide minimum, reasonable sign control by recognizing that the attractiveness of the community is an important factor to protect property values, to provide equal access to channels of commercial communications, and to protect the general welfare of the citizens of the City. The revisions to the monument sign regulations and proposed electronic changeable copy restrictions will ensure compatibility of signage and land uses, and will support the purpose and intent of the sign code.

B. The proposed Code Amendment will promote the public health, safety and welfare. The amendments to the regulations pertaining to monument signs simplify, clarify, and make more uniform the standards for design, size, and placement of monument signs. The standards and requirements established for signs with electronic changeable copy ensure that the signs do not create nuisances to the public and adjacent properties.

C. Allowing signs with changeable copy for only service stations, churches and other religious centers, public and non-profit educational institutions and schools, movie theaters, public buildings, public recreational facilities, and private clubs and lodges is reasonable because service stations are required by State law to provide gasoline pricing information that may change daily, and churches and other religious centers, public and non-profit educational institutions and schools, movie theaters, public buildings, public recreational facilities, and private clubs and lodges provide programming and activities that change more often than most other uses of property.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF GARDEN GROVE DOES ORDAIN AS FOLLOWS:

SECTION 1: The above recitals are true and correct.

SECTION 2: The City Council finds that the proposed Code Amendment is not subject to the California Environmental Quality Act ("CEQA"; Cal. Pub. Resources Code Section 21000 et seq.) pursuant to Sections 15303 (Small New Accessory Facilities) and 15311 (Minor Structures) of the State CEQA Guidelines (Cal. Code of Regs., Title 14, Section 15000 et seq.).

SECTION 3: Amendment No. A-005-2014 is hereby approved pursuant to the findings set forth herein and the facts and reasons stated in Planning Commission Resolution No. 5810-14, a copy of which is on file in the Office of the City Clerk, and which is incorporated herein by reference with the same force and effect as if set forth in full.

SECTION 4: The definition of "Monument Sign – Standard" in Subdivision C (Definitions) of Section 9.20.020 of Chapter 20 of Title 9 of the Garden Grove Municipal Code is hereby amended as follows (deletions shown in ~~strikethrough~~, additions shown in ***bold-italics***):

"Monument Sign - Standard" means a free-standing sign permanently attached directly to a planter or pedestal base and which does not exceed a height of ~~four~~ **six** feet.

SECTION 5: Subdivision A.2 (Monument Sign) of Section 9.20.040 of Chapter 20 of Title 9 of the Garden Grove Municipal Code is hereby amended as follows (deletions shown in strikethrough, additions shown in ***bold-italics***):

2. Monument Sign. ~~Maximum height for~~ Monument signs shall be measured from the established grade and meet the following standards, ***except as it may otherwise be provided for in Section 9.20.060:***
 - a. ***Maximum height and length (inclusive of all structural elements) and maximum display surface area for monument signs shall be as follows:***
 1. ***Standard Monument Signs:*** Maximum height shall be four ***six*** feet, as measured from established on-site grade levels ***grade at the centerline of the sign***; maximum length shall be eight feet if ~~located within the required setback area~~; ***maximum area of display surface shall be thirty-two (32) square feet;***
 2. ***Tall Monument Signs:*** ***Maximum height shall be twelve feet, as measured from grade at centerline of sign; maximum length shall be six feet; maximum area of display surface shall be fifty-four (54) square feet;***
 - b. ~~Maximum height shall be six feet, as measured from established on-site grade; maximum length shall be eight feet if located outside the required setback;~~ ***Each monument sign shall include a base at least one foot in height, as well as other structural elements and design features necessary to make the sign architecturally compatible with the site and/or area on which it is located, such as columns and/or a cap to enhance and frame the display surface. The base, cap, columns, and other structural elements or design features of a sign shall be included in the maximum height and length calculations;***
 - c. ***Unless located on a corner lot development, monument signs shall be located along the street frontage, provided they are placed in compliance with all other development standards in this Chapter and do not obscure corner vision clearance from any driveway. No monument sign shall be located within twenty-five feet of an***

adjacent property line, nor less than one hundred feet from another monument sign on the same lot or development site;

- d.** Monument signs for corner lot developments shall be located a minimum of twenty-five feet from an adjacent property line and one hundred feet from another monument sign, measured parallel to the subject property lines. ***Monument signs on corner lot development may be placed at the corner, provided they are placed in compliance with all other development standards in this Chapter and do not obscure corner vision clearance from any driveway;***
- e.** ***Monument signs may be placed parallel or perpendicular to the street right of way, set back a minimum of three feet from the ultimate right of way;***
- f.** ***Monument signs may be double-sided.***

SECTION 6: Section 9.20.050 (Signs: Design Elements) of Chapter 20 of Title 9 of the Garden Grove Municipal Code is hereby amended as follows (deletions shown in ~~strikethrough~~, additions shown in ***bold-italics***):

- A. Single Channel Letters. The use of single channel letters is encouraged.
- B. Sign Boxes/Cans. The use of sign boxes or cans will be permitted if recessed or architecturally integrated so as to be flush with the building facade.
- C. The incorporation of the sign face within the architecture or a structure is encouraged.
- D. Illumination. Signs may be illuminated through either indirect or internal illumination. Bare bulb illumination is expressly prohibited.
- E. Architecture. Signs shall be architecturally a part of the design of the building, and should not be an independent feature in conflict with the integrity of building design.
- F. Consistency. Signs located adjacent to one another, or within the same development, should be consistent or compatible in terms of color, material, and design.
- G. Reader boards are specifically prohibited on monument or pylon signs. Center identification and up to three tenants may be permitted on pole or pylon signs. Site address(es) shall be included on all monument and pylon signs.
- H. Sign Colors. Sign programs should include a single uniform background color and no more than three colors for sign letters.

- I. Standard Sign Letters. Sign programs should have identifiable, uniform lettering size and style for each tenant type (e.g., major, in-line, etc.)
- J. ***Electronic Changeable Copy. Notwithstanding Subdivision G above, monument signs with electronic changeable copy are allowed on sites legally established with the following uses: service stations, churches and other religious centers, public and non-profit educational institutions and schools, movie theaters, public buildings, public recreational facilities, and private clubs and lodges. In addition to the general conditions and design standards and elements for signage required under this Chapter, signs with electronic changeable copy shall comply with the following requirements. Modifications of existing signs to replace its copy with an electronic changeable copy shall require a new permit per Section 9.20.030.G.***
 1. ***For service stations, only those portions of the display surface containing pricing information pursuant to Section 9.20.070 of this Chapter may utilize electronic changeable copy.***
 2. ***Electronic changeable copy on a sign shall be operated only between the hours of 7:00 a.m. to 10:00 p.m. The sign shall remain dark and unlit between the hours of 10:00 p.m. and 7:00 a.m.***
 3. ***A sign with electronic changeable copy shall incorporate both an automatic light sensitive dimmer and a manual dimmer for reducing the intensity of light output in the evening hours (sunset to 10:00 p.m.)***
 4. ***The maximum intensity of the light output produced by a sign with electronic changeable copy shall be established in relation to the immediate ambient lighting (darker areas require less intense light levels in the evening hours) and the intensity of light output shall be automatically or manually dimmed in the evening hours (sunset to 10:00 p.m.) so as to minimize impacts to adjacent uses. Under no circumstances may the maximum measurable light output of the electronic changeable copy exceed 0.3 foot-candles above ambient light levels in the evening, to be measured as follows. First, at least 30 minutes past sunset, with the electronic display turned on, a light level reading in foot-candles will be taken with a light meter aimed directly at***

SIGN TYPES	R-1	R-2	R-3	O-P	C-1	C-2	C-3	CC	GGMU -1,2,3	AR	NMU	M-1	M-P	H-R	O-S
Pylon	--	--	--	P	P	P	P	--	P	P	P	--	--	--	--
Political	P	P	P	P	P	P	P	P	P	P	P	P	P	P	--
Wall	--	--	--	P	P	P	P	P	P	P	P	P	P	P	--
Monument-Standard	P**	P**	P	P	P	P	P	P	P	P	P	P	P	--	--
Monument-Tall	--	--	--	--	--	--	--	P*	P	--	P	--	--	--	--
Temporary	P	P	P	P	P	P	P	P	P	P	P	P	P	P	--
Community Message Center	--	--	--	P	P	P	P	P	--	--	P	P	P	P	P
Window	--	--	--	--	P	P	P	P	P	P	P	--	--	P	--
Sales/Lease/Rental	P	P	P	P	P	P	P	P	P	P	P	P	P	P	--
Temporary Real Estate	P	P	P	P	P	P	P	P	P	P	P	P	P	P	--
Temporary Construction	P	P	P	P	P	P	P	P	P	P	P	P	P	P	--
Projecting/Blade	--	--	--	--	--	--	--	P	P	P	P	--	--	P	--
Corporate Flag	--	--	--	P	P	P	P	P	P	P	P	P	P	--	--
Under Canopy/Walkway	--	--	--	P	P	P	P	P	P	P	P	P	P	P	--
Directory	--	P	P	P	P	P	P	P	P	P	P	P	P	P	P

* Only permitted in the CC-3 zone.

** **Only permitted for the uses listed in Section 9.20.050.J.**

SECTION 8: Subdivision C of Section 9.20.060 (Permitted Signs) of Chapter 20 of Title 9 of the Garden Grove Municipal Code is hereby amended to revise the criteria for monument signs in the R2-R3 and O-P land use designations and to remove the "H-R" row of the table, as follows (deletions shown in ~~strikethrough~~, additions shown in **bold-italics**):

- C. The following **table sets forth additional criteria and limitations applicable to certain types of signs permitted in specified zoning districts** shall be permitted subject to the following criteria.

Zone	Type	Criteria
R-1	Nameplate	1 sign, 1 sq. ft.
	Sale/lease	1 sign, 6 sq. ft.
R-2, R-3	Nameplate	1 sign per unit not exceeding 2 sq. ft.
	Sale/lease	0--4 units: 12 sq. ft., 5--15 units: 16 sq. ft., 16+ units 20 sq. ft.
	Monument	20 sq. ft. display surface , not greater than 5 feet in height; 32 sq. ft. display surface, not greater than 6 feet in height, for the uses listed in Section 9.20.050.J only.
O-P	Nameplate	1 square foot per business.

Zone	Type	Criteria
	Directory	1 square foot per business.
	Sales/lease/rental	2 signs not to exceed an aggregate display of 20 square feet.
	Wall Signs	40 square feet, identifying the building, site or project, per 10,000 square feet of building area, not to exceed 200 square feet.
	Monument	1 or 2 story building 1 sign identifying the project, building, or site not to exceed a sign face of 40 square feet and a maximum height of five feet; or
		1 sign identifying the project, building or site and up to 3 individual tenants with a sign face not to exceed 40 square feet with a maximum height of five feet. Each tenant may be permitted a maximum display area of eight (8) square feet on the monument sign with a minimum letter height of 8 inches and a maximum of 10 inches. The portion of the monument sign identifying the site shall be a minimum of 16 square feet.
		3 or more stories 1 sign identifying the project, building, or site not to exceed a sign face of 40 square feet and a maximum height of five feet.
C-1, C-2, C-3	Sales/lease/rental	2 signs not to exceed 20 sq. ft.
	Group A	
	One-Story Building	2 sq. ft. per 1 lineal foot of building frontage or 1.5 sq. ft. per 1 lineal foot of lot frontage.
	Two-Story Building	(1) Same as above if no second story signs are permitted in the sign program.
		(2) In order to specifically encourage the limitation of second story signs the following incentive may be used:
		1 monument center identification sign or major tenant sign or combination thereof is permitted for each street frontage and calculated on a 1 sq. ft. per 1 lineal foot of building frontage not to exceed 100 sq. ft. for a two story building or 200 sq. ft. for a three story building.
		(3) If two or three story signs are permitted, 1 sq. ft. per 1 lineal foot of storefront per floor would be allowed.

Zone	Type	Criteria
M-1	Rental, Lease	2 signs not to exceed 20 sq. ft.
	Group A	2 sq. ft. per 1 lineal foot of building frontage or 1 sq. ft. per 1 lineal foot of lot frontage.
M-P	Rental, Lease	2 signs not to exceed 20 sq. ft.
	Group A	Building site area
		less than 20,000 sq. ft. 50 sq. ft.
		20,000 to 29,999 75 sq. ft.
		30,000 to 1 acre 100 sq. ft.
		greater than 1 acre 125 sq. ft. PLUS 10 sq. ft. additional acre
H-R	Group A	3 sq. ft. per lineal foot of building frontage not to exceed 300 sq. ft.
	Rental, Lease	2 signs not to exceed 20 sq. ft.
O-S		All signs shall be subject to criteria established for the proposed use in accordance with any discretionary permit controlling such use.

SECTION 9: If any section, subsection, subdivision, sentence, clause, phrase, word, or portion of this Ordinance is, for any reason, held to be invalid or unconstitutional by the decision of any court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Ordinance. The City Council hereby declares that it would have adopted this Ordinance and each section, subsection, subdivision, sentence, clause, phrase, word, or portion thereof, irrespective of the fact that any one or more sections, subsections, subdivisions, sentences, clauses, phrases, words or portions thereof be declared invalid or unconstitutional.

SECTION 10: The Mayor shall sign and the City Clerk shall certify to the passage and adoption of this Ordinance and shall cause the same, or the summary thereof, to be published and posted pursuant to the provisions of law and this Ordinance shall take effect thirty (30) days after adoption.