



A G E N D A

GARDEN GROVE PLANNING COMMISSION

REGULAR MEETING

DECEMBER 6, 2018

COMMUNITY MEETING CENTER
11300 STANFORD AVENUE

REGULAR SESSION – 7:00 P.M. – COUNCIL CHAMBER

ROLL CALL: CHAIR BRIETIGAM, VICE CHAIR TRUONG
COMMISSIONERS KANZLER, LAZENBY, LEHMAN, NGUYEN,
SALAZAR

Members of the public desiring to speak on any item of public interest, including any item on the agenda except public hearings, must do so during Oral Communications at the beginning of the meeting. Each speaker shall fill out a card stating name and address, to be presented to the Recording Secretary, and shall be limited to five (5) minutes. Members of the public wishing to address public hearing items shall do so at the time of the public hearing.

Any person requiring auxiliary aids and services due to a disability should contact the City Clerk's office at (714) 741-5035 to arrange for special accommodations. (Government Code §5494.3.2).

All revised or additional documents and writings related to any items on the agenda, which are distributed to all or a majority of the Planning Commissioners within 72 hours of a meeting, shall be available for public inspection (1) at the Planning Services Division during normal business hours; and (2) at the City Community Meeting Center Council Chamber at the time of the meeting.

Agenda item descriptions are intended to give a brief, general description of the item to advise the public of the item's general nature. The Planning Commission may take legislative action it deems appropriate with respect to the item and is not limited to the recommended action indicated in staff reports or the agenda.

PLEDGE OF ALLEGIANCE TO THE FLAG OF THE UNITED STATES OF AMERICA

- A. ORAL COMMUNICATIONS - PUBLIC
- B. APPROVAL OF MINUTES: November 15, 2018
- C. PUBLIC HEARING(S) (Authorization for the Chair to execute Resolution shall be included in the motion.)
 - C.1. PLANNED UNIT DEVELOPMENT NO. PUD-103-82 (REV. 2018)

APPLICANT: ELECTRA-MEDIA, INC. (EMI)
LOCATION: SOUTH SIDE OF TRASK AVENUE, WEST OF
BROOKHURST STREET AT 9444 AND 9670 TRASK
AVENUE

REQUEST: A request for Planning Commission recommendation to City Council to amend PUD-103-82 to reconstruct an existing on-premise freeway-oriented static and digital sign and increase the digital display area from 298.47 square feet to 477 square feet for Toyota Place automobile dealership. The site is in the PUD-103-82 (Planned Unit Development) zone.

STAFF RECOMMENDATION: Recommend approval of Planned Unit Development No. PUD-103-82 (REV. 2018) to City Council. In conjunction, the Planning Commission will make a recommendation to City Council to consider a determination that the project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Section Nos. 15311 – Accessory Structures and 15061(b)(3) – Review for Exemption – of the State CEQA Guidelines.

- D. MATTERS FROM COMMISSIONERS
- E. MATTERS FROM STAFF
- F. ADJOURNMENT

GARDEN GROVE PLANNING COMMISSION
Council Chamber, Community Meeting Center
11300 Stanford Avenue, Garden Grove, CA 92840

Meeting Minutes
Thursday, November 15, 2018

CALL TO ORDER: 7:05 p.m.

ROLL CALL:

Chair Brietigam
Vice Chair Truong
Commissioner Kanzler
Commissioner Lazenby
Commissioner Lehman
Commissioner Nguyen
Commissioner Salazar

Absent: Kanzler, Lazenby

PLEDGE OF ALLEGIANCE: Led by Vice Chair Truong.

ORAL COMMUNICATIONS – PUBLIC – None.

November 1, 2018 MINUTES:

Action: Received and filed.
Motion: Lehman Second: Truong
Ayes: (4) Lehman, Nguyen, Salazar, Truong
Noes: (0) None
Abstain: (1) Brietigam
Absent: (2) Kanzler, Lazenby

PUBLIC HEARING – MITIGATED NEGATIVE DECLARATION, GENERAL PLAN AMENDMENT NO. GPA-002-2018, AMENDMENT NO. A-024-2018, SITE PLAN NO. SP-056-2018, CONDITIONAL USE PERMIT NO. CUP-134-2018, AND LOT LINE ADJUSTMENT NO. LLA-018-2018 FOR PROPERTIES LOCATED AT 13650 HARBOR BOULEVARD, EAST SIDE OF HARBOR BOULEVARD BETWEEN TRASK AND WESTMINSTER AVENUE.

Applicant: BUI NGUYEN (GARDEN GROVE HOTEL, LLC)
Date: November 15, 2018

Request: A request to develop a vacant site comprised of two (2) parcels with a total land area of 1.48 acres, with a hotel project with several

components, which in part consists of a five (5) story, 59'-0" high, 124-room hotel, hotel amenities, 100 on-site surface parking spaces, landscaping, and related site improvements. The Planning Commission will consider the following: (i) a recommendation for City Council approval of a General Plan Amendment to allow the increase in the maximum Floor Area Ratio from 0.55 to 1.0 within the Heavy Commercial (HC) General Plan Land Use Designation for hotel uses, and City Council approval of a Municipal Code Amendment to allow an increase of the number of floors from four (4) to five (5) stories, to allow an increase of the building height from 55'-0" to 60'-0", to allow an increase of the maximum Floor Area Ratio to 1.0, and to permit up to a twenty percent (20%) reduction in the number of off-street parking spaces required for hotels pursuant to Section 9.16.020.050, in conjunction with a Site Plan and/or Conditional Use Permit approval within the C-3 (Heavy Commercial) Land Use Designation; (ii) Planning Commission approval of a Site Plan to allow the construction of a five (5) story, 59'-0" high, 124 room hotel, hotel amenities, 100 on-site surface parking spaces, landscaping, and related site improvements; (iii) Planning Commission approval of a Conditional Use Permit to allow for a hotel use; (iv) Planning Commission approval of a Lot Line Adjustment to consolidate two properties into one. The site is in the C-3 (Heavy Commercial) zone.

ASSESSOR PARCEL NUMBERS FOR PROPERTIES AFFECTED:

GARDEN GROVE BOULEVARD:
231-112-02, 231-123-04

HARBOR BOULEVARD:
100-122-39, 100-122-40, 100-122-22, 100-122-12, 100-122-11,
100-122-33, 100-122-32, 100-123-02, 100-123-09, 100-130-52,
100-130-56, 101-080-73, 101-080-74, 101-080-66, 101-080-27,
101-080-68, 101-080-64, 101-080-63, 101-080-71, 101-311-25,
101-311-20, 101-311-21, 101-311-24, 101-311-19, 101-311-17,
101-315-33, 101-681-22

The Planning Commission will also consider a recommendation that the City Council adopt a Mitigated Negative Declaration and Mitigation Monitoring and Reporting Program for the project.

Action: Public Hearing held. Speaker(s): Binh Tran

Action: Resolution Nos. 5939-18 (GPA/A) and 5940-18 (SP/CUP/LLA) were approved.

Motion: Truong Second: Lehman

Ayes: (4) Lehman, Nguyen, Salazar, Truong
Noes: (0) None
Abstain: (1) Brietigam
Absent: (2) Kanzler, Lazenby

MATTERS FROM COMMISSIONERS: Chair Brietigam challenged the City to increase the Garden Grove Police force to 200 by the year 2020.

MATTERS FROM STAFF: Staff congratulated Chair Brietigam on his appointment to City Council, then gave a brief description of the agenda item for the December 6th Planning Commission meeting and wished all a Happy Thanksgiving holiday.

ADJOURNMENT: At 7:38 p.m. to the next Meeting of the Garden Grove Planning Commission on Thursday, December 6, 2018, at 7:00 p.m. in the Council Chamber of the Community Meeting Center, 11300 Stanford Avenue, Garden Grove.

Motion: Lehman Second: Truong

Ayes: (5) Brietigam, Lehman, Nguyen, Salazar, Truong
Noes: (0) None
Absent: (2) Kanzler, Lazenby

Judith Moore
Recording Secretary

COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT PLANNING STAFF REPORT

AGENDA ITEM NO.: C.1	SITE LOCATION: South side of Trask Avenue, west of Brookhurst Street, at 9444 and 9670 Trask Avenue
HEARING DATE: December 6, 2018	GENERAL PLAN: Heavy Commercial
CASE NOS: Planned Unit Development No. PUD-103-82(REV. 2018)	ZONE: PUD-103-82 (Planned Unit Development)
APPLICANT: Ariana Diverio, Electra-Media, Inc. (EMI)	APN: 098-090-49, 098-090-63, and 098-090-64
PROPERTY OWNER: Toyota Place	CEQA DETERMINATION: Exempt

REQUEST:

A request to amend PUD-103-82 to allow for reconstruction of an existing on-premise freeway-oriented digital sign for the Toyota Place automobile dealership located at 9444-9670 Trask Avenue.

BACKGROUND:

The subject Planned Unit Development (PUD-103-82) is located at the south side of Trask Avenue, west of Brookhurst Street, and consists of two automobile dealership developments: (i) Toyota Place, located on the center and eastern portion of the PUD, and (ii) Garden Grove Nissan, located on the westerly portion of the PUD, adjacent to the SR-22 Magnolia Avenue off ramp. The subject sign is located on the Toyota Place site adjacent to the SR-22 Freeway and approximately 1,225 feet, west of the center line of the Brookhurst Street on ramp to the SR-22. The site maintains a General Plan Land Use Designation of Heavy Commercial. The properties to the north, across Trask Avenue, are zoned R-1 (Single-family Residential) and R-3 (Multi-family Residential) and are developed with single-family homes and multi-family homes. The property to the east, across the SR-22 Brookhurst Street off ramp, is zoned PUD-110-96 and is developed with an automobile dealership (Hyundai of Garden Grove). The properties to the west, across the SR-22 Magnolia Avenue off ramp, are zoned PUD-107-96 and are developed with a two story office building and restaurants (Brodard Chateau, Mae's Café and In N Out). The site abuts the Garden Grove (22) Freeway to the south.

On September 13, 1982, the City approved Planned Unit Development No. PUD-103-82, which proposed the development of a multi-tenant automobile sales and service facility. The purpose and intent of this PUD was to establish

development and design parameters for the 10.2-acre site for the development of automobile sales facilities and associated accessory uses and structures. The existing freeway-oriented sign was included as part of the PUD's original approval in 1982, and is referenced in condition of approval "S" of Planning Commission Resolution No. 3240. Since then, the PUD was amended to allow a sign height of up to 65 feet, allow digital displays, and allow increased sign copy area. In the early 2000s, the Garden Grove Agency for Community Development participated with the automobile dealers to upgrade the sign to its current state.

DISCUSSION:

PLANNED UNIT DEVELOPMENT AMENDMENT:

The proposed amendment is to reconstruct an existing on-premise freeway-oriented digital sign and increase the digital display from 298.47 square feet to 477 square feet for the Toyota Place automobile dealership. The following table reflects the proposed changes to the sign:

	Existing Sign	Proposed Sign
Height	65 feet	55 feet
Digital Copy Area	298.47 square feet	477 square feet
Garden Grove ID	113.43 square feet	66 square feet
Auto Center ID	108.74 square feet	Removed
Auto Dealer ID Panels	310.27 square feet	145.75 square feet
Total Area	830.91 square feet	688.75 square feet
No. of Displays	8 (7 static; 1 digital)	3 (2 static; 1 digital)

As indicated above, the proposed amendment will reduce the height of the sign by 10 feet, reduce the overall display by 142 square feet, increase the digital display area by 178 square feet, improve the lighting technology, and remove other nearby dealerships' business identification from the sign. The automobile dealerships displayed on the sign do not wish to participate in the upgrade of the sign and have agreed to relinquish their display rights to Toyota Place. As such, this Amendment has been initiated solely by Toyota Place for the modification and upgrade to the freeway-oriented digital sign.

The proposed amendment would establish new development standards and conditions of approval governing the sign, as follows:

1. The existing freeway-oriented digital auto center identification sign may be replaced with a 55-foot high on-premise freeway-oriented electronic reader board sign that is substantially consistent with the approved set of plans submitted with the request for approval of PUD-103-82 (REV. 2018), except as modified herein. The sign shall not be operated as a billboard.

2. The maximum height of the on-premise freeway-oriented electronic readerboard sign shall be 55 feet, measured from grade to top of sign. The maximum overall display area of the sign shall be 688.75 square feet. Minor modifications to the sign design determined to be in substantial conformance to the approved set of plans may be reviewed and approved by the Community and Economic Development Director or his/her designee.

3. The sign illumination, including the LED screen, shall be dimmed at dusk and shall not cause light and glare on adjacent residential properties, streets, and freeway right-of-way. Maximum output of light during nighttime hours shall be at a level between 5 and 15 percent, subject to approval of the City Manager or his designee. In no case shall the nighttime light level of the sign exceed 15 percent. The readerboard shall maintain one image between the hours of 10:00 p.m. to 7:00 a.m. in order to reduce light and annoyance impacts to the adjacent residential neighborhoods. During all other times, the images on the readerboard shall be maintained at minimum 8-second intervals and shall not change more frequently. The face of the readerboard sign shall be angled so that the both sign faces are directed in-line with the Garden Grove Freeway right-of-way.

4. The on-premise freeway-oriented electronic reader board sign shall comply with the CalTrans standards for lighted and readerboard signs that are adjacent to the freeway right-of-way.

5. The applicant shall allow the advertising of community events, as approved by the City Manager. Said advertising shall not exceed ten (10) percent of the overall advertising time the readerboard is changing copy.

Staff believes that the proposed amendment and new sign will result in improvement to the site and reduce potential off-site impacts related to light and glare. Additionally, the reduction in number of displays on the sign will enhance the visual appeal of the sign and the improved digital technology will create a safer, more sophisticated business sign for the automobile dealership. Since overall sign height

and sign area are being reduced, and new digital technology is being used that will automatically adjust the digital lighting intensity in response to ambient conditions, there will be a reduced impact to nearby residential properties and increased safety for vehicles traveling in the vicinity of the sign. The public interest, health, and welfare are further served by the new requirements that the lighting of the sign be directed and shielded so as not to cause light and glare on any adjacent residential properties, that the sign comply with the requirements of CalTrans for lighted signs adjacent to freeways, and that advertising of community events be allowed.

RECOMMENDATION:

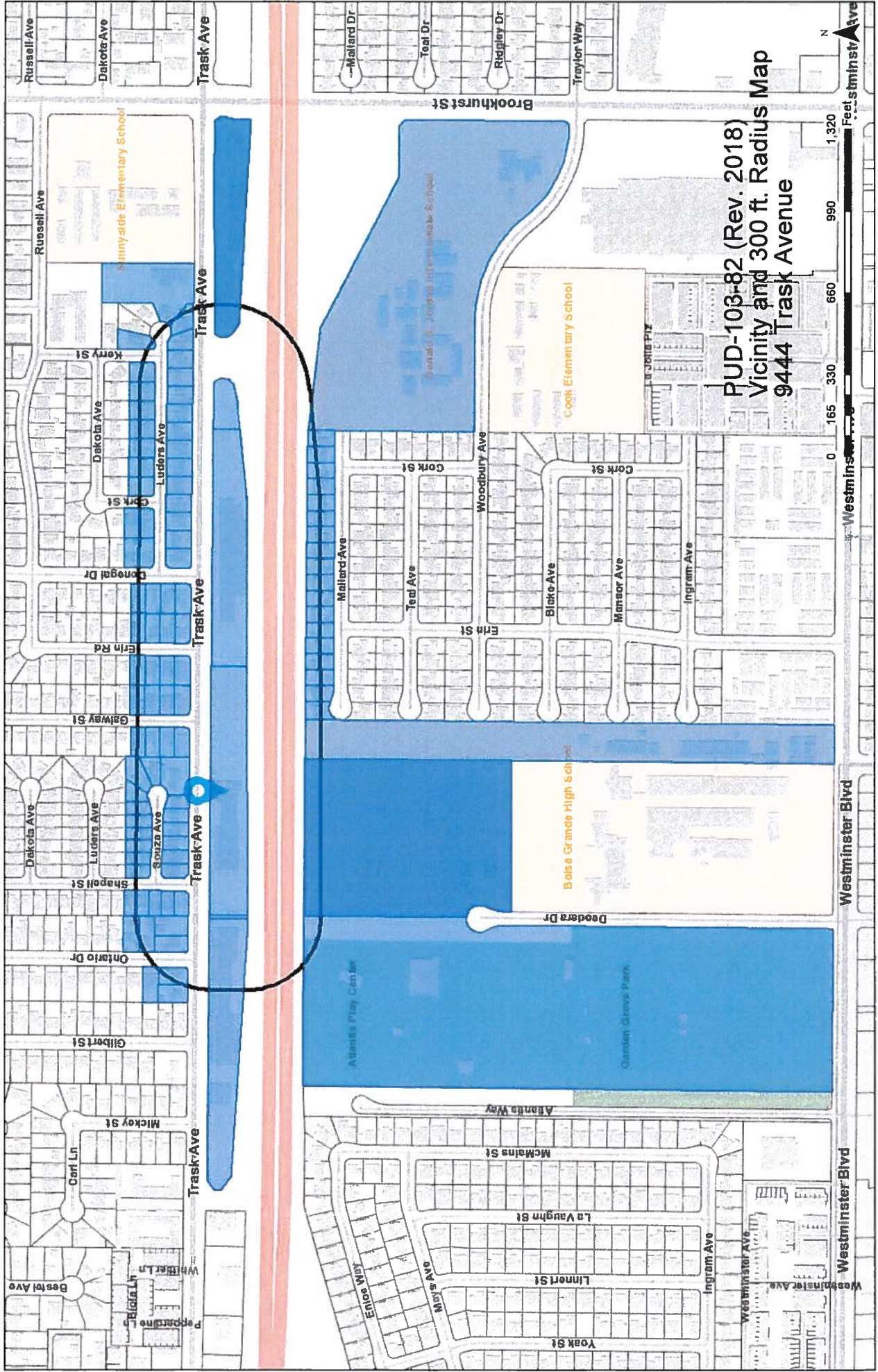
Staff recommends that the Planning Commission take the following actions:

1. Adopt the attached Resolution recommending that the City Council approve Planned Unit Development No. PUD-103-82 (REV. 2018) and adopt the proposed Ordinance amending PUD-103-82.



Lee Marino
Planning Services Manager

By: John P. Ramirez, AICP
Contract Planner



PUD-103-82 (Rev. 2018)
Vicinity and 300 ft. Radius Map
9444 Trask Avenue



TOYOTA PLACE GARDEN GROVE

9670 Trask Ave.
Garden Grove, CA 92844

Project Scope - Refurbish Existing Pylon Sign

- Strip away all elements from existing double face pylon sign and remove from the site.
- Leave existing steel tube support structure and footing as found.
- Fabricate and install new elements per approved design as follows:
 - New pole cover and integrated header with new identity graphics
 - New hi-res full color LED message displays (2) and cabinet enclosures

Package Index

Sheet 1Cover Page, Project Scope & General Notes
Sheet 2Photos - Existing Sign: Freeway View, Vicinity Map, Site Aerial View
Sheet 3Refurbished Sign with Existing Sign Side-by-Side Comparison
Sheet 4Refurbished Sign Specifications
Sheet 5Existing Sign & Refurbished Sign Viewed From Distance
Sheet 6Simulated Night View - Refurbished Sign

General Notes

- All electrical signs shall conform to the requirements of Article 600 of the N.E.C. and U.L. 48 along with other applicable state and local code requirements. This includes proper grounding and bonding of signs.
- Electrical power existing at sign location to be used to power new sign.
- Title 24 - Lighting Controls: Customer to provide an Astronomical Time Switch Control at the electrical panel to meet the State Of California CEC-NRCC-LTS-E, Sign Lighting Certificate of Compliance.
- Sign shall be fabricated using incombustible materials and approved plastic.
- All shop welding shall be done by approved fabricator in a licensed fabricator shop.
- All signs shall have permanent UL labeling.
- No sign or support structure to be located within 6 feet horizontal or 12 feet vertical of overhead electrical conductors energized in excess of 750 volts.
- Shop drawings and design for new architectural features shall be submitted to the city building dept. and project engineer for approval prior to fabrication.

L.E.D. Display Fabricator

EMI
ELECTRA-MEDIA, INC.
 LAWDALE - CALIFORNIA
 Phone Number: (310) 725-0816

Renovation Fabricator & Installer

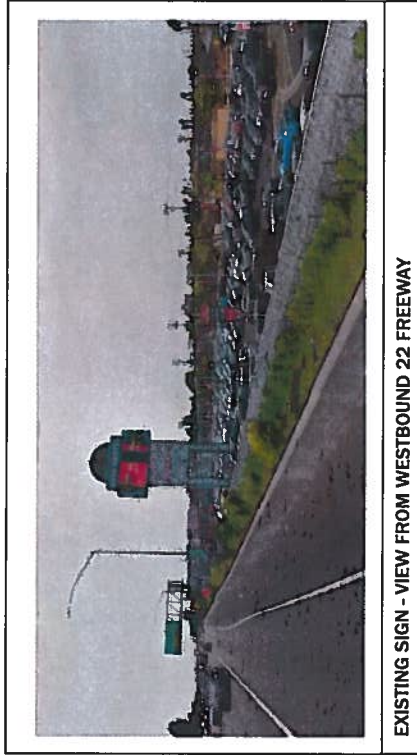
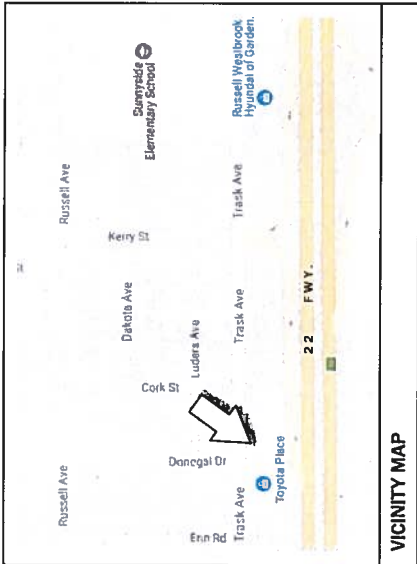
Blake Sign Company, Inc.
 11661 Seaboard Circle
 Stanton, CA 90680
 p. 714.891.5682 f. 714.891.3078

Page Cover Page

Date 11.5.2018

Sheet Number

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TOYOTA PLACE
GARDEN GROVE
 9670 Trask Ave.
 Garden Grove, CA 92844



EMI

ELECTRA-MEDIA, INC.
 LAWDALE - CALIFORNIA
 Phone Number: (310) 725-0816

Sign Contractor

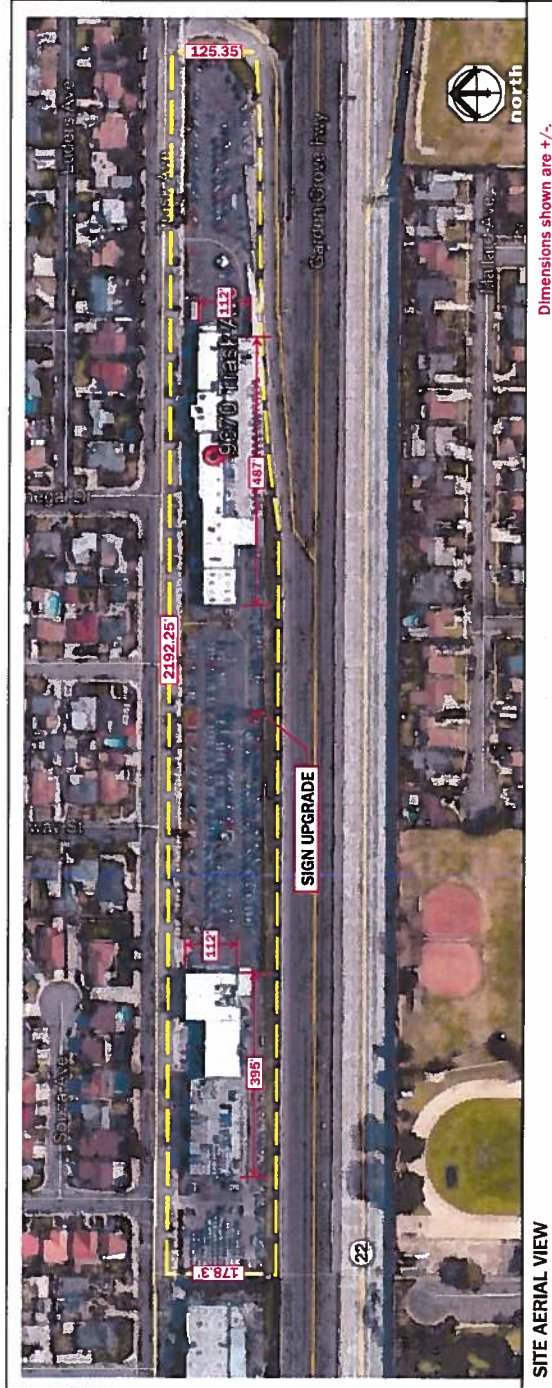
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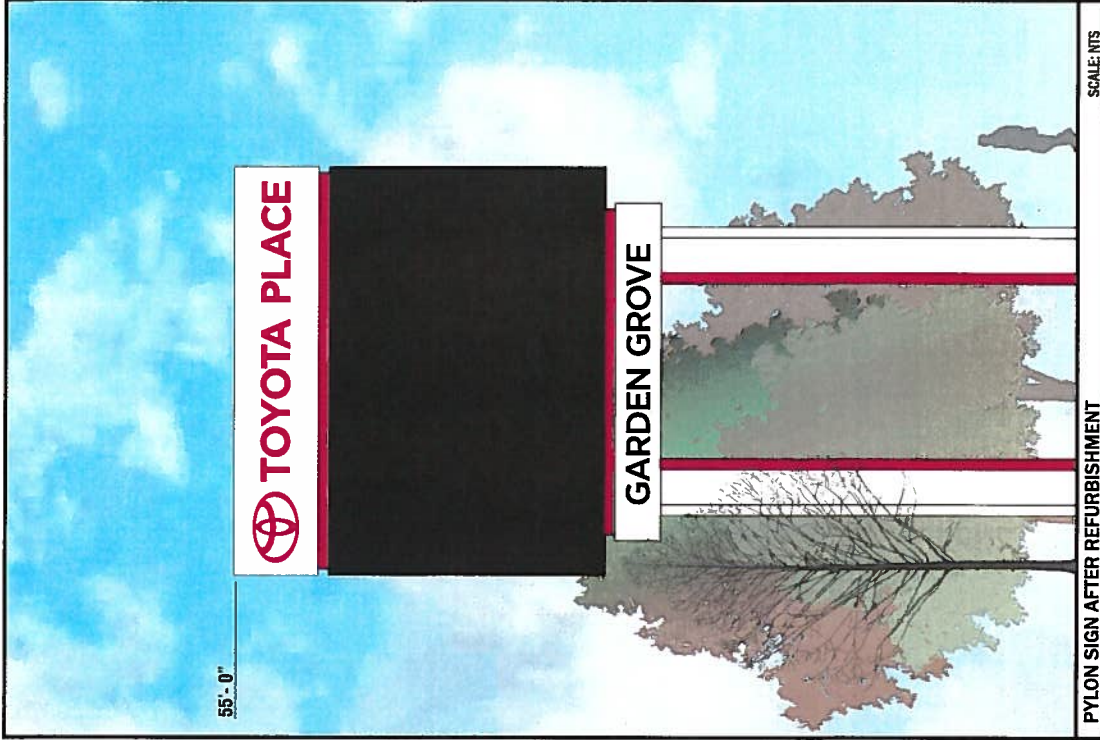
Title: Freeway Pylon Sign
 EXISTING & REFURBISH VIEW

Date: 11.5.2018

Sheet Number

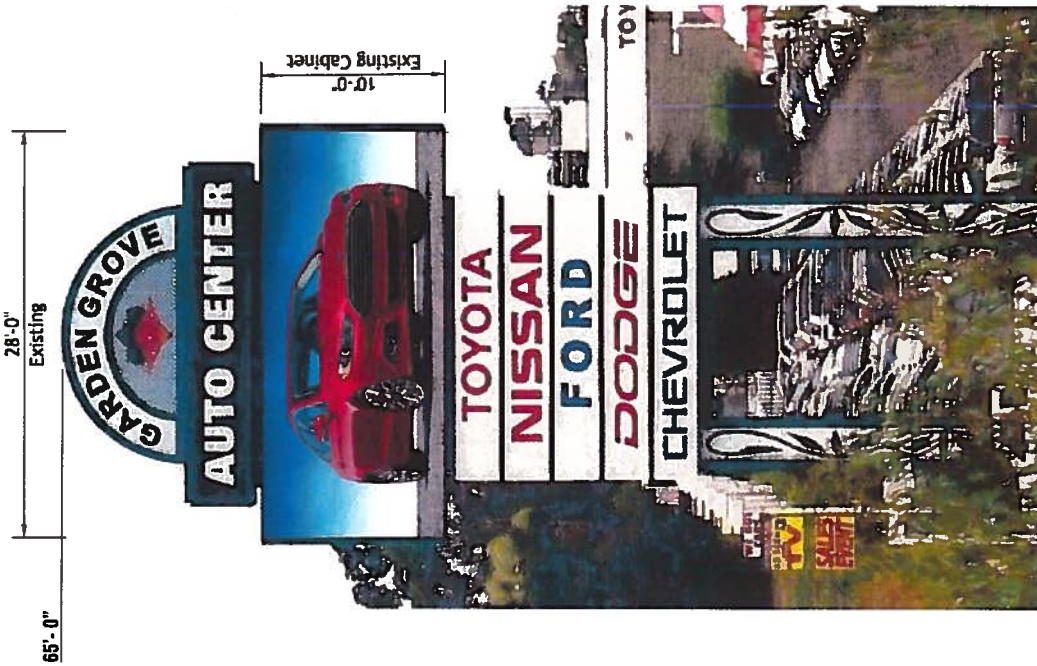
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SCALE: NTS

PYLON SIGN AFTER REFURBISHMENT



EXISTING PYLON SIGN



TOYOTA PLACE
GARDEN GROVE

9670 Trask Ave.
Garden Grove, CA 92844

L.E.D. Display Fabricator

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ELECTRA-MEDIA, INC.
LAWDALE - CALIFORNIA
Phone Number: (310) 725-0816

Sign Contractor

Blaise Sign Company, Inc.
11661 Seaboard Circle
Stanton, CA 90680
P. 714.891.5682 F. 714.891.3078

Title

Freeway Pylon Sign
EXISTING & REFURBISH COMPARISON

Date

11.5.2018

Sheet Number

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SPECIFICATIONS:

1. NEWLY FABRICATED SIGN CABINET FROM ALUMINUM WITH SMOOTH PAINT FINISH TO ALL VISIBLE SURFACES, TO SLIDE OVER EXISTING STEEL TUBE POLE SUPPORTS ON-SITE AFTER REMOVAL OF EXISTING SIGN CABINETS.
2. NEWLY FABRICATED "TOYOTA PLACE" LETTERS AND LOGO FROM ALUMINUM WITH 5 INCH DEEP RETURNS AND 3/4" TRIM CAP REMAINERS, BOTH FINISHED WITH SMOOTH PAINT FINISH TO ALL VISIBLE SURFACES. INTERNAL ILLUMINATION BY L.E.D. AS NEEDED TO ENHANCE ILLUMINATE FACES. INSTALL FLUSH TO THE FACE OF CABINET SURFACE.
3. NEWLY FABRICATED "BARBERA GROVE" LETTERS FROM ALUMINUM WITH 5 INCH DEEP RETURNS AND 3/4" TRIM CAP REMAINERS, BOTH FINISHED WITH SMOOTH PAINT FINISH TO ALL VISIBLE SURFACES. INTERNAL ILLUMINATION BY L.E.D. AS NEEDED TO ENHANCE ILLUMINATE FACES. INSTALL FLUSH TO THE FACE OF CABINET SURFACE.
4. EXISTING POLE COVERS TO BE RE-FINISHED AND RE-USED AFTER REMOVAL/COVERING OF EXISTING LEAF GRAPHICS. RE-PAINT ON-SITE AFTER PERFORMING NECESSARY PREP WORK. SMOOTH PAINT FINISH.
5. (2) NEWLY FABRICATED DIMENSIONES 19.8 MM - 272.400 MM REEL L.E.D. DISPLAYS TO BE INSTALLED ONTO EITHER SIDE OF PYLON STRUCTURE AS SHOWN. DISPLAYS TO REMOVE THE EXISTING DISPLAYS FROM STRUCTURE. INSTALL NEW DISPLAYS ONTO EXISTING STRUCTURE AND PERFORM CONNECTION TO ELECTRICAL POWER.
6. NEWLY FABRICATED RECESSED PANELS FROM ALUMINUM TO FOLLOW AROUND ALL FOUR SIDES OF SIGN. INSET 2" FROM FACE CABINET. SMOOTH PAINT FINISH.
7. LONGERED VENTS INSTALLED INTO THE ALUMINUM CLADDING FOR L.E.D. QUANTITY AND EXACT LOCATION TBD.



**TOYOTA PLACE
GARDEN GROVE**

9670 Trask Ave.
Garden Grove, CA 92844

EMI

ELECTRA-MEDIA, INC.
LAWDALE - CALIFORNIA
Phone Number: (310) 725-0816

Sign Contractor

Blotz Sign Company, Inc.
11661 Seaboard Circle
Stanton, CA 90680
p. 714.891.5682 f. 714.891.3078

Title: **Freeway Pylon Sign
REFURBISHED SIGN SPECIFICATIONS**

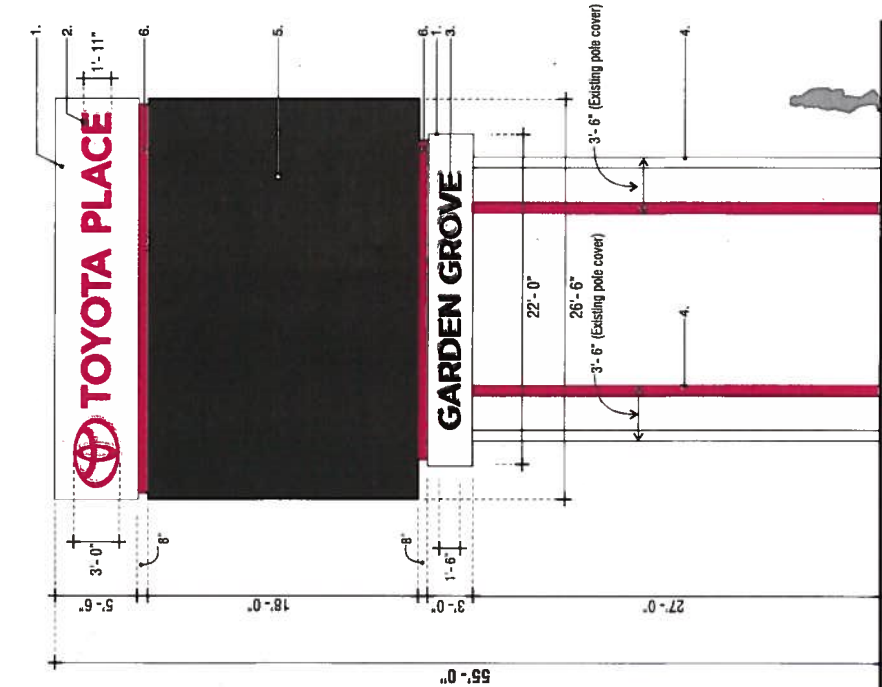
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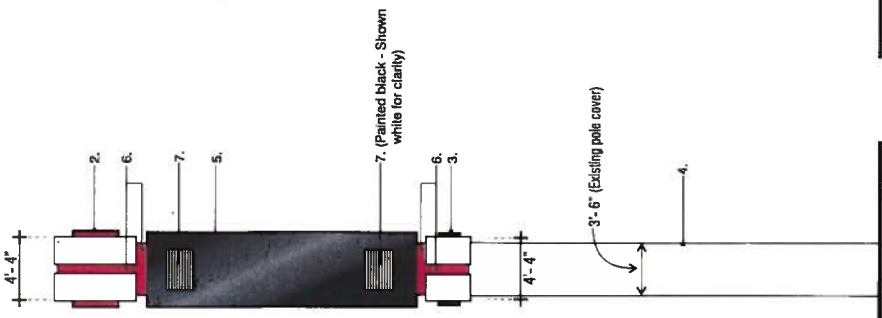
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PLAN VIEW PYLON SIGN AFTER REFURBISHMENT



D/F PYLON SIGN ELEVATION AFTER REFURBISHMENT SCALE: 1/8" = 1'-0"



PYLON SIGN TYPICAL END VIEW



EXISTING SIGN NIGHT VIEW FROM DISTANCE



REFURBISHED SIGN SIMULATED NIGHT VIEW FROM DISTANCE



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GARDEN GROVE**

9670 Trask Ave.
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EMI

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LAWDALE - CALIFORNIA
Phone Number: (310) 725-0816

Sign Contractor

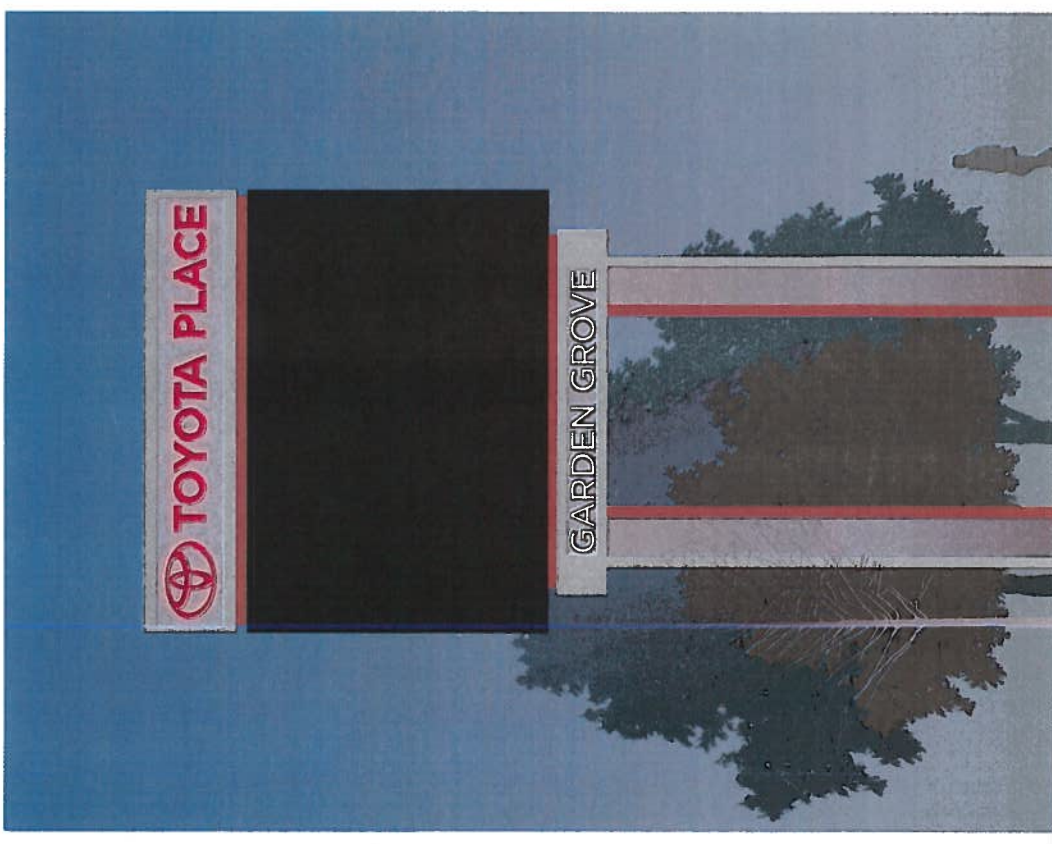
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The Freeway Pylon Sign
EXISTING & REFURBISHED SIGN
VIEWED FROM DISTANCE

Date 11.5.2018

Sheet Number

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SIMULATED NIGHT VIEW



**TOYOTA PLACE
GARDEN GROVE**

9670 Trask Ave.
Garden Grove, CA 92844

EMI

ELECTRA-MEDIA, INC.
LAWNDALE - CALIFORNIA
Phone Number: (310) 725-0816

Sign Contractor

Blake Sign Company, Inc.

11661 Seaboard Circle
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p. 714.891.5682 f. 714.891.3078

Title: Freeway Pylon Sign
SIMULATED NIGHT VIEW

Date: 11.5.2018

Sheet Number

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RESOLUTION NO. 5941-18

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF GARDEN GROVE RECOMMENDING THAT THE CITY COUNCIL APPROVE PLANNED UNIT DEVELOPMENT NO. PUD-103-82 (REV. 2018), AMENDING PLANNED UNIT DEVELOPMENT NO. PUD-103-82 TO ALLOW FOR RECONSTRUCTION OF AN EXISTING ON-PREMISE FREEWAY-ORIENTED DIGITAL SIGN FOR THE TOYOTA PLACE AUTOMOBILE DEALERSHIP ON PROPERTY LOCATED AT 9444 TRASK AVENUE, ASSESSOR'S PARCEL NO. 098-090-63.

BE IT RESOLVED that the Planning Commission of the City of Garden Grove, in regular session assembled on December 6, 2018, does hereby recommend City Council approval of an Amendment (PUD-103-82 (REV. 2018)) to the Planned Unit Development No. PUD-103-82 to allow for reconstruction of an existing on-premise freeway-oriented digital sign for the Toyota Place automobile dealership located at 9444-9670 Trask Avenue., Parcel Nos. 098-090-49, 098-090-63, and 098-090-64.

BE IT FURTHER RESOLVED in the matter of Planned Unit Development No. PUD-103-82 (REV. 2018), the Planning Commission of the City of Garden Grove does hereby report as follows:

1. The subject case was initiated by Electra-Media Inc. (EMI) represented by Ariana Diverio, on behalf of the property owner, CAR NOA GGT, LLC (Toyota Place).
2. The applicant requests approval of an amendment to the provisions of Planned Unit Development No. PUD-103-82 to establish new development standards and conditions of approval to facilitate the reconstruction of an existing on-premise freeway-oriented digital sign for Toyota Place automobile dealership. The Toyota Place automobile dealership is located on the south side of Trask Avenue, west of Brookhurst Street, at 9444 and 9670 Trask Avenue and includes Assessor's Parcel Nos. 098-090-49, 098-090-63, and 098-090-64. The subject sign is located adjacent to the Garden Grove Freeway on the parcel identified as Assessor's Parcel No. 098-090-63. Pursuant to the proposed amendment, the digital display area of the sign will be increased by 178 square feet, but the maximum height of the sign will be reduced by 10 feet, and the overall sign display area will be reduced by 142 square feet.
3. The subject site has a General Plan Land Use Designation of Heavy Commercial and is zoned Planned Unit Development No. PUD-103-82.
4. The proposed PUD amendment is exempt from the California Environmental Quality Act ("CEQA") (Public Resources Code Section 21000 et. seq.) pursuant to Article 19, Section 15311 and Article 5, Section 15061 of the CEQA Guidelines (California Code of Regulations, Title 14, Section 15000 et seq.)

5. Existing land use, zoning, and General Plan Land Use designation of the areas included in this Amendment and in their vicinity have been reviewed.
6. Report submitted by City staff was reviewed.
7. Pursuant to a legal notice, a public hearing was held on December 6, 2018, and all interested persons were given an opportunity to be heard.
8. The Planning Commission gave due and careful consideration to the matter during its meeting of December 6, 2018; 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 Section 9.32.030, are as follows:

FACTS:

The subject Planned Unit Development (PUD-103-82) is located at the south side of Trask Avenue, west of Brookhurst Street, and consists of two automobile dealership developments: (i) Toyota Place, located on the center and eastern portion of the PUD, and (ii) Garden Grove Nissan, located on the westerly portion of the PUD, adjacent to the SR-22 Magnolia Avenue off ramp. The subject sign is located on the Toyota Place site adjacent to the SR 22 Freeway and approximately 1,225 feet west of the centerline of the Brookhurst Street on ramp to the SR-22. The site maintains a General Plan Land Use Designation of Heavy Commercial. The properties to the north, across Trask Avenue, are zoned R-1 (Single-family Residential) and R-3 (Multi-family Residential) and are developed with single-family homes and multi-family homes. The property to the east, across the SR-22 Brookhurst Street off ramp, is zoned PUD-110-96 and is developed with an automobile dealership (Hyundai of Garden Grove). The properties to the west, across the SR-22 Magnolia Avenue off ramp, are zoned PUD-107-96 and are developed with a two-story office building and restaurants. The site abuts the Garden Grove (22) Freeway to the south.

On September 13, 1982, the City approved Planned Unit Development No. PUD-103-82, which proposed the development of a multi-tenant automobile sales and service facility. The purpose and intent of this PUD was to establish development and design parameters for the 10.2-acre site for the development of automobile sales facilities and associated accessory uses and structures. The existing freeway-oriented auto center identification sign on the site was included as part of the PUD's original approval in 1982, and is referenced in condition of approval "S" of Planning Commission Resolution No. 3240. The sign was subsequently upgraded to its current state pursuant to subsequent amendments allowing increased height, digital displays, and increased sign copy area. The

existing sign is currently 65 feet in height, and consists of seven (7) static displays and one (1) digital display totaling 830.91 square feet in area. The digital display area is currently 298.47 square feet.

The applicant is proposing that the provisions governing the PUD be amended to allow the reconstruction and replacement of the existing sign with a 55 foot on-premise freeway-oriented digital sign consisting of two (2) static displays and one (1) digital display totaling 688.75 square feet in area, with the digital display area being 477 square feet. The existing displays identifying other businesses would be removed, and the sign would include upgraded digital technology that will automatically adjust the digital lighting intensity in response to ambient conditions, resulting in reduced light and glare impacts. The proposed amendment includes development standards and conditions of approval intended to minimize the visual and aesthetic impact of the sign.

FINDINGS AND REASONS:

1. The Amendment is internally consistent with the goals, policies, and elements of the General Plan. The subject site has a General Plan Land Use Designation of Heavy Commercial. Auto dealerships and associated signs are consistent with the Heavy Commercial General Plan Land Use Designation, which is intended to provide a variety of more intensive commercial uses, including automotive sales uses. The proposed amendment is also consistent with Goal LU-5 of the General Plan's Land Use Element, which encourages economically viable, vital, and attractive commercial centers throughout the City, in that it will help enable the commercial uses on the subject site to remain commercially viable through the use of updated visible and effective signage. Reducing the height of the sign by 10 feet, reducing the overall display by 142 square feet, increasing the digital display area by 178 square feet, and removing other nearby dealerships' business identification from the sign within the subject Planned Unit Development is also consistent with Policy LU-6.6 of the Land Use Element, which seeks to ensure that appropriate and compatible signage is provided within commercial centers. The improvement to the lighting technology and conditions of approval related to sign lighting intensity will also ensure there is an enhanced degree of compatibility between the proposed use and surrounding properties.
2. The Amendment will promote the public interest, health, and welfare. The modifications to the sign will result in improvement to the site and reduce potential off-site impacts related to light and glare. Additionally, the reduction in number of displays on the sign will enhance the visual appeal of the sign and the improved digital technology will create a safer business sign for the automobile dealership. Since overall sign height and sign area are being reduced, and new digital technology is being used that will automatically adjust the digital lighting intensity in response to ambient conditions, there will be a reduced impact to nearby residential properties and increased safety for vehicles traveling in the

vicinity of the sign. Additionally, the updated development standards and conditions of approval require that the lighting of the sign be directed and shielded so as not to cause light and glare on any adjacent residential properties, that the sign comply with the requirements of CalTrans for lighted signs adjacent to freeways, and that advertising of community events be allowed. The new sign will result in improvement to the site and reduce any potential off-site impacts relate to light and glare. Additionally, the reduction in number of displays on the sign will enhance the visual appeal of the sign and the improved digital technology will create a safer, more sophisticated business sign for the automobile dealership. Adherence to the new development standards and conditions of approval will ensure the public interest, health, safety, and welfare.

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 findings set forth in the staff report.

BE IT FURTHER RESOLVED that the Planning Commission does conclude:

1. The Amendment possesses characteristics that would indicate justification of the request in accordance with Municipal Code Section 9.32.030.
2. The Planning Commission recommends that the City Council approve Planned Unit Development No. PUD-103-82 (REV. 2018) and adopt the draft Ordinance attached hereto as Exhibit "A".

ORDINANCE NO. X

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF GARDEN GROVE APPROVING PLANNED UNIT DEVELOPMENT NO. PUD-103-82 (REV. 2018), AMENDING PLANNED UNIT DEVELOPMENT NO. PUD-103-82 TO ALLOW FOR RECONSTRUCTION OF AN EXISTING ON-PREMISE FREEWAY-ORIENTED DIGITAL SIGN FOR THE TOYOTA PLACE AUTOMOBILE DEALERSHIP ON PROPERTY LOCATED AT 9444 TRASK AVENUE, ASSESSOR'S PARCEL NO. 098-090-63.

City Attorney Summary

This Ordinance amends the provisions of Planned Unit Development No. PUD-103-82 to establish new development standards and conditions of approval for an on-premise freeway-oriented electronic reader board sign for the Toyota Place automobile dealership to be constructed in place of the existing freeway-oriented digital auto center identification sign. The Toyota Place automobile dealership is located on the south side of Trask Avenue west of Brookhurst Street at 9444 and 9670 Trask Avenue and includes Assessor's Parcel Nos. 098-090-49, 098-090-63 and 098-090-64. The subject sign is located adjacent to the Garden Grove Freeway on the parcel identified as Assessor's Parcel No. 098-090-63. Pursuant to the amendment, the digital display area of the sign will be increased by 178 square feet, but the maximum height of the sign will be reduced by 10 feet, and the overall sign display area will be reduced by 142 square feet.

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

WHEREAS, the case, initiated by Ariana Diverio of Electra-Media, Inc. (EMI), on behalf of the property owner, CAR NOA GGT, LLC (Toyota Place), proposes to amend the provisions of Planned Unit Development No. PUD-103-82 to establish new development standards and conditions of approval to facilitate the reconstruction of an existing on-premise freeway-oriented digital sign for the Toyota Place automobile dealership located at 9444-9670 Trask avenue and including assessor parcel nos. 098-090-49, 098-090-63, and 098-090-64; and

WHEREAS, the City Council finds that the proposed amendment to Planned Unit Development No. PUD-103-82 is exempt from the California Environmental Quality Act ("CEQA") (Public Resources Code Section 21000 et. seq.) pursuant to Article 19, Section 15311 and Article 5, Section 15061 of the CEQA Guidelines (California Code of Regulations, Title 14, Section 15000 et seq.); and

WHEREAS, pursuant to Resolution No. 5941-18, following a Public Hearing held on December 6, 2018, the Garden Grove Planning Commission recommended approval of the proposed amendment to Planned Unit Development No. PUD-103-82; and

WHEREAS, pursuant to legal notice a Public Hearing was held by the City Council on January XX, 2019, and all interested parties were given an opportunity to be heard; and

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

WHEREAS, the City Council hereby makes the following findings regarding Planned Unit Development No. PUD-103-82 (REV. 2018):

A. The amendment is internally consistent with the goals, policies, and elements of the General Plan. The subject site has a General Plan Land Use Designation of Heavy Commercial. Auto dealerships and associated signs are consistent with the Heavy Commercial General Plan Land Use Designation, which is intended to provide a variety of more intensive commercial uses, including automotive sales uses. The proposed amendment is also consistent with Goal LU-5 of the General Plan's Land Use Element, which encourages economically viable, vital, and attractive commercial centers throughout the City, in that it will help enable the commercial uses on the subject site to remain commercially viable through the use of updated visible and effective signage. Reducing the height of the sign by 10 feet, reducing the overall display by 142 square feet, increasing the digital display area by 178 square feet and removing other nearby dealerships' business identification from the sign within the subject Planned Unit Development is also consistent with Policy LU-6.6 of the Land Use Element, which seeks to ensure that appropriate and compatible signage is provided within commercial centers. The improvement to the lighting technology and conditions of approval related to sign lighting intensity will also ensure there is an enhanced degree of compatibility between the proposed use and surrounding properties.

B. The amendment will promote the public interest, health, and welfare. The modifications to the sign will result in improvement to the site and reduce potential off-site impacts related to light and glare. Additionally, the reduction in number of displays on the sign will enhance the visual appeal of the sign and the improved digital technology will create a safer business sign for the automobile dealership. Since overall sign height and sign area are being reduced, and new digital technology is being used that will automatically adjust the digital lighting intensity in response to ambient conditions, there will be a reduced impact to nearby residential properties and increased safety for vehicles traveling in the vicinity of the sign. Additionally, the updated development standards and conditions of approval require that the lighting of the sign be directed and shielded so as not to cause light and glare on any adjacent residential properties, that the sign comply with the requirements of CalTrans for lighted signs adjacent to freeways, and that advertising of community events be allowed.

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. Planned Unit Development No. PUD-103-82 (REV.2018) is hereby approved, pursuant to the facts and reasons stated in the Planning Commission Resolution No. 5941-18, a copy of which is on file in the City Clerk's Office and incorporated herein by reference with the same force and effect as if set forth in full.

Section 3. The following development standards and conditions of approval shall govern the freestanding freeway-oriented digital pole sign located at 9444 Trask Avenue on Assessor's Parcel No. 098-90-63. To the extent such development standards and conditions of approval are inconsistent with previously adopted standards and/or conditions of approval for Planned Unit Development No. PUD-103-82, including, without limitation, Condition of Approval S set forth in Garden Grove Planning Commission Resolution No. 3240, as amended, the development standards and conditions of approval set forth in this Ordinance shall apply in lieu of such previously adopted standards and/or conditions of approval.

1. The existing freeway-oriented digital auto center identification sign may be replaced with a 55-foot high on-premise freeway-oriented electronic reader board sign that is substantially consistent with the approved set of plans submitted with the request for approval of PUD-103-82 (REV. 2018), except as modified herein. The sign shall not be operated as a billboard.

2. The maximum height of the on-premise freeway-oriented electronic reader board sign shall be 55 feet, measured from grade to top of sign. The maximum overall display area of the sign shall be 688.75 square feet. Minor modifications to the sign design determined to be in substantial conformance to the approved set of plans may be reviewed and approved by the Community and Economic Development Director or his/her designee.

3. The sign illumination, including the LED screen, shall be dimmed at dusk and shall not cause light and glare on adjacent residential properties, streets, and freeway right-of-way. Maximum output of light during nighttime hours shall be at a level between 5 and 15 percent, subject to approval of the City Manager or his designee. In no case shall the nighttime light level of the sign exceed 15 percent. The reader board shall maintain one image between the hours of 10:00 p.m. to 7:00 a.m. in order to

reduce light and annoyance impacts to the adjacent residential neighborhoods. During all other times, the images on the reader board shall be maintained at minimum 8-second intervals and shall not change more frequently. The face of the reader board sign shall be angled so that the both sign faces are directed in-line with the Garden Grove Freeway right-of-way.

4. The on-premise freeway-oriented electronic reader board sign shall comply with the CalTrans standards for lighted and reader board signs that are adjacent to the freeway right-of-way.

5. The applicant shall allow the advertising of community events, as approved by the City Manager. Said advertising shall not exceed ten (10) percent of the overall advertising time the reader board is changing copy.

Section 4. Severability. 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 5. 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.