



CITY COUNCIL AGENDA REPORT

MEETING DATE: MAY 3, 2011

ITEM NUMBER:

SUBJECT: POTENTIAL REVISIONS TO THE CITY SIGN CODE

DATE: APRIL 21, 2011

FROM: DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: MEL LEE, AICP, SENIOR PLANNER
KIMBERLY BRANDT, AICP, DIRECTOR

FOR FURTHER INFORMATION CONTACT: MEL LEE, (714) 754-5611
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RECOMMENDATION:

Pursuant to the Planning Commission's recommendation, direct staff to initiate Sign Code amendments in specific areas.

BACKGROUND/DISCUSSION:

On April 11, 2011, the Planning Commission considered a list of possible revisions to Title 13 provisions as they pertain to sign regulations.

The last major revision to the City's Sign Code was adopted by the City Council in April 2002 as Ordinance No. 02-8. One of the major changes to the sign code at that time was the prohibition of electronic changeable copy signs, and additional limitations on temporary banner signs to discourage their usage as a substitute for permanent signage. Earlier this year, City Council adopted an ordinance amending the sign code to require a permit, as well as specific time limits, for temporary banner signs, which went into effect last month.

During the April 11, 2011 Planning Commission meeting, several residents expressed concerns related to the proposed modification to allow electronic changeable copy signs as discussed under Item "E" in this report. As a result, staff notified the persons who provided correspondence via email to the Commission, as well as several other City residents and business owners, of the City Council consideration of these Code revisions.

Discussion of Possible Code Revisions

Below is a list of possible code revisions identified by the Commission. Any additional revisions recommended by the City Council may be incorporated into the Zoning Code Amendment that will be brought forward to the Planning Commission and City Council for approval and adoption at a future date as a noticed public hearing item.

A. PROPOSED ACTION: Change the way building wall signage is calculated based on the lineal frontage of the storefront, rather than the current method of the lot width plus lot depth.

CURRENT REGULATION: 1.0 sq. ft. of sign area per lot width plus 0.5 sq. ft. of sign area per lot depth for total signage of the property, including building signs and freestanding signs.

PROPOSED AMENDMENT: For building signage calculation purposes only, apply 2.0 sq. ft. of sign area per one foot of lineal frontage facing the street or parking lot, not to exceed 75% of the total storefront width. This criteria is consistent with tenant signage for newer retail developments, including the South Coast Collection (SOCO).

B. PROPOSED ACTION: Revise freestanding sign standards as they pertain to number and separation on the same property.

CURRENT REGULATION: 150 ft. separation between freestanding signs on the same site.

PROPOSED AMENDMENT: 300 ft. separation between freestanding signs on the same site.

C. PROPOSED ACTION: Revise freestanding signs standards to eliminate signs on a single visible (i.e., bare) support pole.

CURRENT REGULATION: No existing regulation.

PROPOSED AMENDMENT: Require support poles for freestanding signs to be enclosed within a monument sign-style cabinet or similar structure equal to the width of the sign cabinet itself and consistent with the architecture of the building(s) on the property.

D. PROPOSED ACTION: Remove size limitation for painted wall signs.

CURRENT REGULATION: Painted walls signs cannot exceed 10% of the area allowed for other signs (see item A above).

PROPOSED AMENDMENT: Add an exception to painted wall signs for the purposes of calculating maximum sign area consistent with that of other tenant wall signs.

E. PROPOSED ACTION: Removal of electronic changeable copy LED signs as a prohibited sign and create development standards.

CURRENT REGULATION: Prohibited, although it can be allowed through a planned signing program (PSP).

PROPOSED AMENDMENT: Based on the concerns expressed by residents of the proposed amendment for electronic changeable copy LED signs, the Commission requested City Council direction as to if changeable copy LED signs for major destination retail development should be allowed. Examples include the South Coast Collection, which was recently permitted to have such a sign; and Triangle Square, which had proposed two such signs but withdrew their request.

LEGAL REVIEW:

Because the request is for direction to staff for the preparation of an ordinance amendment, review by the City Attorney's Office is not required at this time. However, the City Attorney's Office will review the draft sign ordinance once it is forwarded to the Planning Commission and City Council for approval and adoption.



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Senior Planner



KIMBERLY BRANDT, AICP
Development Services Director

ATTACHMENTS: 1. Sign Photo Examples

DISTRIBUTION: Chief Executive Officer
Assistant Chief Executive Officer
City Attorney
Public Services Director
Transportation Services Manager
City Clerk (2)
Staff (4)
Planning Staff (8)
File (2)

File: 050311SignCodeRevisions

Date: 042111

Time: 12:45 p.m.

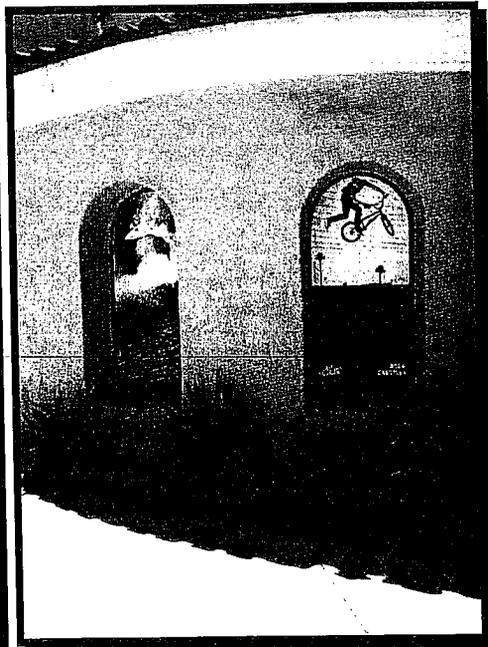
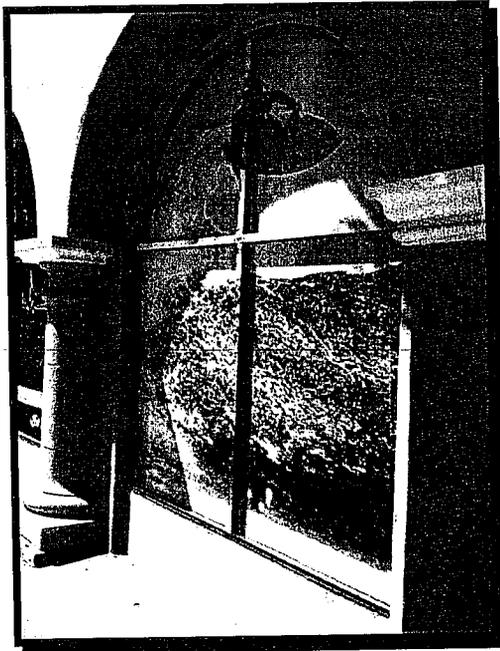
Attachment 1

SIGN PHOTO EXAMPLES

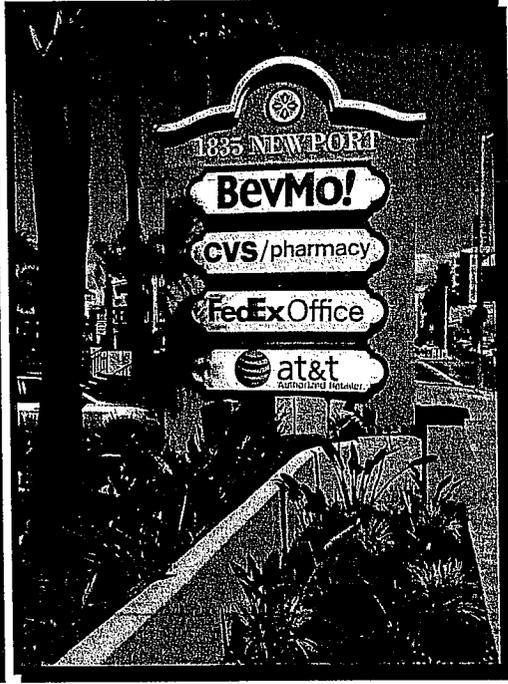
Examples of painted widows signs to be restricted:



Examples of widows signs to be allowed:



Samples of freestanding signs to be allowed:



Samples of freestanding signs to be prohibited:

