CITY COUNCIL AGENDA REPORT

MEETING DATE: SEPTEMBER 20, 2011 ITEM NUMBER:

SUBJECT: ZONING CODE AMENDMENT CO-11-02 TO AMEND TITLE 13, CHAPTER VIII, ARTICLE 2, GENERAL PROVISIONS AND ARTICLE 3, SIGN REGULATIONS, OF THE COSTA MESA MUNICIPAL CODE RELATED TO SIGNS

DATE: SEPTEMBER 7, 2011

FROM: DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: MEL LEE, SENIOR PLANNER

FOR FURTHER INFORMATION CONTACT: MEL LEE, (714) 754-5611
mel.lee@costamesaca.gov

RECOMMENDATION

Introduce and give first reading to the ordinance amending Title 13 of the Costa Mesa Municipal Code to revise specific regulations pertaining to signs.

BACKGROUND

On April 11, 2011, Planning Commission considered a list of possible revisions to Title 13 provisions as they pertain to sign regulations, which was forwarded to City Council for consideration. At the May 3, 2011 meeting, City Council authorized staff to prepare an ordinance amending certain sections of the City Sign Code as discussed in the analysis section of this memo.

On August 8, 2011, Planning Commission reviewed the draft ordinance and recommended that the Council adopt the ordinance by a 4-0 vote (Commissioner Salcedo absent). The Planning Commission minute excerpts are attached for reference (Attachment 4). The Planning Commission staff report may be downloaded at the below link:

http://www.ci.costa-mesa.ca.us/council/planning/2011-08-08/080811CO1102.pdf

ANALYSIS

Code Amendment CO-11-02

The purpose of the code amendment is to:

- Promote consistency in appearance and size for signs that are approved over-the-counter.

- Incorporate the Planning Commission's and City Council's direction regarding updating key areas of the Sign Ordinance.

- Make no changes to the overall maximum allowable sign area currently allowed by Code.

- Make no changes to existing on-premises advertising display on the date this ordinance is adopted.

Sign Regulation Revisions as Recommended by Planning Commission

1. AMEND WALL SIGNAGE CALCULATION

The Zoning Code amendment proposes to change the manner in which building wall signage is calculated. This change in the calculation of the size of building wall signage is intended to accomplish two objectives:

- Promote consistency in the size of the tenant wall signage and

- Result in a method that is consistent with industry standards for calculating wall signage.

CURRENT REGULATION:

1.0 sq. ft. of sign area per lot width plus 0.5 sq. ft. of sign area per lot depth.

The issue with the current calculation of building wall signage is that the calculation is based on an aggregate maximum allowable sign area based on the size of the entire lot.

This sign calculation fails to address the appropriate size and scale of the sign based on the tenant's storefront, and not the overall lot size. The industry standard to calculate tenant wall signage is typically based on the lineal frontage of the storefront.

PROPOSED REGULATION:

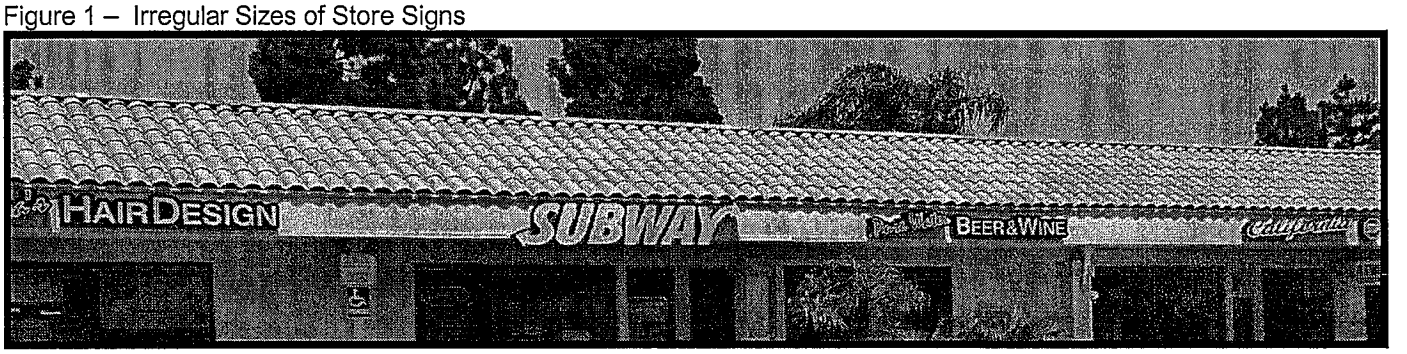
The proposed amendment allows building wall signage area to be calculated based on the lineal frontage of the storefront.

Table 13-115, Building Wall Signs Maximum Area – [add the following language to commercial, industrial, and institutional zones]:

> "Each single tenant may be allowed a maximum of 1.5 sq. ft. of building wall signage per lineal foot of building frontage of the business. If the building frontage of any such use is less than 25 lineal feet, only one sign, having a maximum area of 25 square feet, may be permitted."

The proposed regulation will allow a more uniform sign size within multiple tenant commercial buildings and prevent signs that are "out of scale" with other signs on the same building, such as the large Subway sign shown in the photo on the following page.

Figure 1 – Irregular Sizes of Store Signs



2. PROHIBIT CYLINDRICAL "POLE" SIGNS

The Code amendment proposes to require that pole signs (supported by a cylindrical pole) be screened or clad to eliminate the appearance of the pole. This change addresses aesthetic concerns about the out-dated appearance of pole signs in favor of other sign designs.

CURRENT REGULATION:

No existing requirement to screen cylindrical poles.

PROPOSED REGULATION:

Table 13-115, Freestanding Signs, Development Standards (4) – add the following language:

"May not consist of a pole sign with a visible cylindrical pole structure(s)."

The proposed regulation would prohibit freestanding signs with bare support poles, as shown on the left, and allow signs with architecturally compatible bases, as shown on the right.

Figure 2 – Pole Sign with Visible Pole

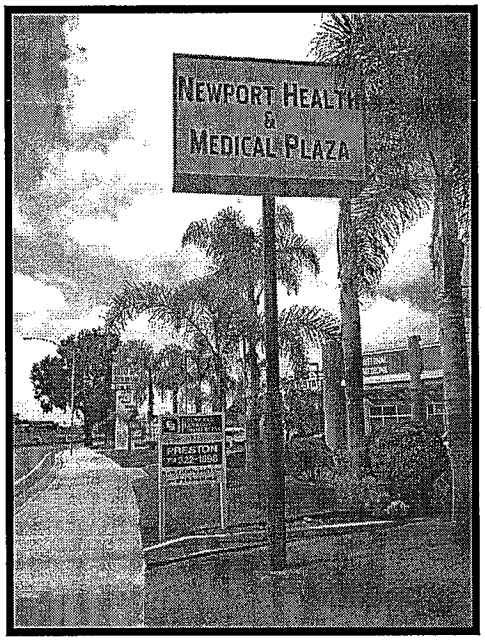
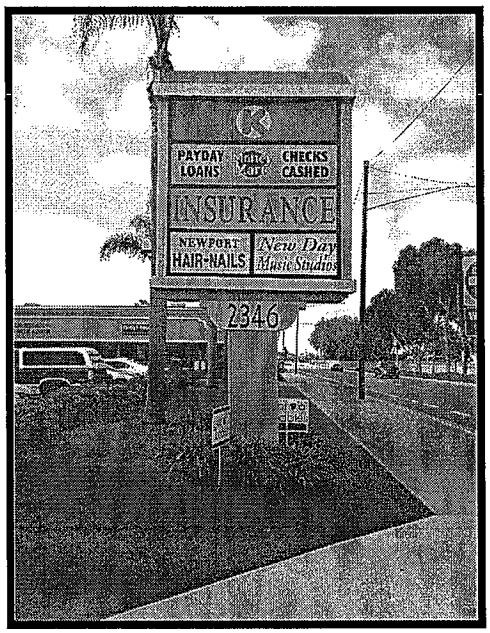


Figure 3 – Freestanding Sign with Architectural Base



3. REQUIRE INCREASED SEPARATION FROM 150 FEET TO 300 FEET BETWEEN FREESTANDING SIGNS ON THE SAME SITE

The purpose of this amendment is to reduce sign clutter associated with multiple freestanding signs in various locations on the same site.

CURRENT REGULATION:

150 ft. separation between freestanding signs on the same site, maximum 25 feet in height.

PROPOSED REGULATION:

Table 13-115, Freestanding Signs, Development Standards, Number and Separation – add the following language:

"300 ft. separation between freestanding signs on the same site."

4. REDUCE THE MAXIMUM HEIGHT ALLOWED FOR FREESTANDING SIGNS FROM 25 FEET TO 12 FEET

The purpose of the proposed height reduction is to eliminate visual clutter. The 12-foot height may result in freestanding signage that has advertising visibility with motorists but is also in scale with a walkable community.

CURRENT REGULATION:

25 feet in height.

PROPOSED REGULATION:

Table 13-115, Freestanding Signs, Maximum Height Commercial Zones – reduce the 25-foot height limit to a 12-foot height limit.

"12 ft."

City Council expressed an interest to limit the height of freestanding signs to 12 feet based on the recent approvals for several new commercial developments along Harbor Boulevard, such as the proposed Fresh and Easy Market, with proposed signage considerably shorter than the 25 foot maximum height allowed under Code.

Below is a table staff presented at the August 8, 2011 Planning Commission meeting comparing freestanding sign height with surrounding cities:

City Comparison of Freestanding Sign Height	
Irvine	12 feet
Huntington Beach	10 feet-20 feet (Major Streets) 7 feet-15 feet (Other Streets)
Newport Beach	20 feet (Pylon Signs) 8 feet (Monument Signs)
Fountain Valley	8 feet
Mission Viejo	7 feet
Costa Mesa	25 feet (Existing) 12 feet (Proposed)

Additional discussion for proposed sign height

Staff received two emails expressing concerns with the reduced height; one from the California Sign Association, the other from the Costa Mesa Chamber of Commerce (see Attachment 3). During the meeting, Ed Fawcett from the Chamber suggested two alternatives to the Commission, which directed staff to present to the City Council:

- Alternative 1: 25-foot high signs would be allowed if a property has a single-street frontage of at least 250 feet or a combined multiple-street frontage of at least 350 feet; or
- Alternative 2: 25-foot high signs would be allowed only on properties along certain major streets, specifically, Harbor Blvd., Bristol St., Fairview Rd., Baker St., (between Bristol St. and Harbor Blvd.), Red Hill Ave., East 17th St., West 19th St., Newport Blvd., and Adams Ave. (1500 block west of Harbor Blvd.).

Staff suggestion: Rather than a various selection of streets, Council may wish to consider correlating the taller, 25-foot high freestanding signs with heavily travelled streets which are officially identified as "major arterials" in the Master Plan of Highways (Attachment 5). Major arterials consist of approximately 104 feet of right-of-way and are wider than primary arterials (80' R.O.W.) and secondary arterials (72' R.O.W.). These are heavily travelled arterials with

limits already defined in the Master Plan of Highways, and the greater street widths may better accommodate taller signs without creating visual clutter.

- Harbor Blvd.
- Newport Blvd., south of 19th St.
- Sunflower Ave., east of Bear St.
- Fairview Rd.
- Bristol St.
- Anton Blvd.
- Baker St., East of Bear St.
- Adams Ave., west of Harbor Blvd.
- East 17th Street, between Newport Blvd. and Tustin Ave.

If the Council were to consider these alternatives, the ordinance will include this language for the second reading.

5. AMEND DEFINITION OF MURAL OR SUPERGRAPHIC

Staff is also recommending that the following language in the second sentence of definition of a mural or supergraphic be revised to make a clear distinction between an advertising sign versus a lifestyle graphic.

CURRENT REGULATION:

A large image, picture, or design painted on or affixed to the exterior of a building or structure. A mural or super graphic is a sign only if it is related by language, logo or imagery to the advertisement of any product or service or the identification of any business.

PROPOSED REGULATION:

The word "imagery" as it relates to sign is proposed to be removed.

Section 13-111, Definitions – revise the definition of a mural or supergraphic as follows:

"A large image, picture, or design painted on or affixed to the exterior of a building or structure. A mural or super graphic is a sign only if it is related by language and/or logo ~~or imagery~~ to the advertisement of any product or service or the identification of any business.

Compliance with State Law

The proposed revisions are consistent with State Law, specifically, Business & Professions Code Section 5491.1, because the proposed revisions apply to new on-premises advertising display only and will not be applied retroactively towards existing legal signs.

State law requires that any new sign regulation for existing signage that is more restrictive than existing law shall require completion of an existing sign inventory; however, the proposed ordinance only applies to new signage. According to the City Attorney's office, an inventory of existing signs made nonconforming under the proposed revisions is not necessary.

LEGAL REVIEW

The City Attorney's Office has reviewed the attached ordinance and approved it as to form.

CONCLUSION

The Planning Commission recommended that the City Council adopt the proposed Code amendment to revise specific regulations pertaining to signs as outlined above. The draft ordinance includes a new provision to reduce the height of freestanding signs from 25 feet to 12 feet. Any changes to this standard, or any of the other requirements, may be made prior to the second reading of the ordinance.

MEL LEE, AICP
Senior Planner

KHANH NGUYEN
Interim Development Services Director

ATTACHMENTS:

1. Draft Ordinance
2. Redline/Strikeout Exhibits
3. Correspondence Received From Public
4. Planning Commission Minute Excerpts
5. Master Plan of Highways Exhibit

DISTRIBUTION:

Chief Executive Officer
City Attorney
Public Services Director
Transportation Svs. Mgr.
City Clerk (2)
Staff (4)
Planning Staff (8)
File (2)

File: 092011CO1102	Date: 090811	Time: 11:30 a.m.

ORDINANCE NO. 11-_____

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF COSTA MESA TO AMEND TITLE 13, CHAPTER VII, ARTICLE 2, GENERAL PROVISIONS AND ARTICLE 3, SIGN REGULATIONS, OF THE COSTA MESA MUNICIPAL CODE RELATED TO SIGN REGULATIONS.

THE CITY COUNCIL OF THE CITY OF COSTA MESA DOES HEREBY ORDAIN AS FOLLOWS:

SECTION 1: TITLE 13 (ZONING CODE) AMENDMENTS. Title 13 of the Costa Mesa Municipal Code is hereby amended as follows:

A. Chapter VIII, Article 2, Section 13-111, Definitions, is amended to include a revised definition for mural or supergraphic and to read as follows:

"**Mural or super graphic**. A large image, picture, or design painted on or affixed to the exterior of a building or structure. A mural or super graphic is a sign only if it is related by language and/or logo to the advertisement of any product or service or the identification of any business."

B. Chapter VIII, Article 3, Section 13-115, Table 13-115, Permanent Signs, Total Sign Area Per Street Frontage and Freestanding Signs, is amended to read as follows:

TABLE 13-115. SIGN REGULATIONS				
PERMANENT SIGNS				
	RESIDENTIAL ZONES	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
TOTAL SIGN AREA PER STREET FRONTAGE	**Residential uses:** 1.0 sq. ft per unit, not to exceed 90 sq. ft. (25 sq. ft. minimum for sites with 4 or more units). **Permitted non-residential uses:** 30 sq. ft. for sites less than 1 acre. 45 sq. ft. for sites of 1 acre or more.	1.0 sq. ft. per ft. of lot width + 0.5 sq. ft. per ft. of lot depth		30 sq. ft. for sites less than 1 acre. 45 sq. ft. for sites of 1 acre or more.
	Total area of all permanent signs (freestanding signs and building signs) may not exceed TOTAL SIGN AREA PER STREET FRONTAGE. See Section 13-116 for commercial or industrial signs located within 200 ft. of residentially-zoned property.			
FREESTANDING SIGNS PERMIT REQUIRED	Yes			
DEVELOPMENT STANDARDS	1. Must be located in landscaped planter equal to twice the sign area. 2. May not obstruct visibility for motorists or pedestrians at driveways or intersections. 3. May not obstruct visibility of legal signs on adjacent site(s). 4. May not consist of a pole sign with a visible cylindrical pole structure(s). 5. Planning Division may require freestanding signs to incorporate street address if address on building is not visible from public streets: 6 inches high minimum in residential zones 8 inches high minimum in non-residential zones The address area, up to 6 sq. ft., is not counted against allowable sign area. Address must be integrated into the design of the sign and placed at such an elevation so as not to be obstructed by landscaping. 6. See Section 13-116 if located within 200 ft. of residentially-zoned property.			
MAXIMUM AREA	30 sq. ft. (Includes both on-site and neighborhood identification signs.)	Total area of all freestanding signs may not exceed 50% of total allowed sign area per street frontage.		15 sq. ft. for sites less than 1 acre. 30 sq. ft. for sites of 1 acre or more.
MAXIMUM HEIGHT	7 ft.	12 ft.	7 ft.	

TABLE 13-115. SIGN REGULATIONS				
PERMANENT SIGNS (continued)				
	RESIDENTIAL ZONES	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
NUMBER & SEPARATION	300 ft. separation between freestanding signs on same site.			
ILLUMINATION	Exterior, or interior with opaque background. No flashing or blinking allowed.	No flashing or blinking allowed.		Exterior, or interior with opaque background. No flashing or blinking allowed.
VERTICAL CLEARANCE	8 ft. minimum clearance over pedestrian circulation areas. 16 ft. minimum clearance over parking and vehicular circulation areas.			

C. Chapter VIII, Article 3, Section 13-115, Table 13-115, Permanent Signs, Building Signs, is amended to read as follows:

TABLE 13-115. SIGN REGULATIONS				
PERMANENT SIGNS (continued)				
	RESIDENTIAL ZONES	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
BUILDING WALL SIGNS PERMIT REQUIRED	Yes			
MAXIMUM AREA				
	Total area of all permanent building wall signage may not exceed TOTAL SIGN AREA PER STREET FRONTAGE.	Each single tenant may be allowed a maximum of 1.5 sq. ft. of building wall signage per lineal foot of building frontage of the business. If the building frontage of any such use is less than 25 lineal feet, only one sign, having a maximum area of 25 square feet, may be permitted.		
ILLUMINATION	Exterior, or interior with opaque background. No flashing or blinking allowed.	No flashing or blinking allowed.		Exterior, or interior with opaque background. No flashing or blinking allowed.
NUMBER	N/A	**Single tenant buildings:** A maximum of three wall signs per street frontage. **Multi-tenant buildings:** One wall sign per business on each street frontage. *Exception:* A tenant with more than 10,000 square feet of floor area in a multi-tenant building shall be permitted a maximum of three wall signs per business/street frontage. **Buildings with more than 2 stories and 30 feet in height:** No sign is permitted above the first floor of any building except for a single sign per street frontage on the uppermost portion of the building fascia identifying either the street address, name of the building, major tenant and/or logo. Street address up to 6 square feet per story shall not be counted toward allowable sign area.		N/A

SECTION 2: ENVIRONMENTAL DETERMINATION. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA guidelines, and the City's environmental procedures, and has been found to be exempt pursuant to Section 15061 (b) (3) (general rule) of the CEQA Guidelines, in that the City Council hereby finds that it can be seen with certainty that there is no possibility that the passage of this ordinance amending the Zoning Code will have a significant effect on the environment..

SECTION 3: INCONSISTENCIES. Any provision of the Costa Mesa Municipal Code or appendices thereto inconsistent with the provisions of this ordinance, to the extent of such inconsistencies and or further, is hereby repealed or modified to the extent necessary to affect the provisions of this ordinance.

SECTION 4: SEVERABILITY. If any provision or clause of this ordinance or the application thereof to any person or circumstances is held to be unconstitutional or otherwise invalid by any court of competent jurisdiction, such invalidity shall not affect other provisions or clauses or applications of this ordinance which can be implemented without the invalid provision, clause or application; and to this end, the provisions of this ordinance are declared to be severable.

SECTION 5: PUBLICATION. This Ordinance shall take effect and be in full force thirty (30) days from and after the passage thereof, and prior to the expiration of fifteen (15) days from its passage shall be published once in the DAILY PILOT, a newspaper of general circulation, printed and published in the City of Costa Mesa or, in the alternative, the City Clerk may cause to be published a summary of this Ordinance and a certified copy of the text of this Ordinance shall be posted in the office of the City Clerk five (5) days prior to the date of adoption of this Ordinance, and within fifteen (15) days after adoption, the City Clerk shall cause to be published the aforementioned summary and shall post in the office of the City Clerk a certified copy of this Ordinance together with the names and member of the City Council voting for and against the same.

PASSED AND ADOPTED this _____ day of _____ 2011.

_____
GARY MONAHAN
Mayor of the City of Costa Mesa

ATTEST:

_____
City Clerk of the City of Costa Mesa

APPROVED AS TO FORM:

_____
City Attorney

STATE OF CALIFORNIA)
)ss
COUNTY OF ORANGE)

I, JULIE FOLCIK, City Clerk and ex-officio Clerk of the City Council of the City of Costa Mesa, hereby certify that the above foregoing Ordinance No. 10-___ as introduced and considered section by section at a regular meeting of said City Council held on the ____ day of _____, 2010, and thereafter passed and adopted as a whole at the regular meeting of said City Council held on the ____ day of _____, 2011, by the following roll call vote:

AYES:

NOES:

ABSENT:

IN WITNESS WHEREOF, I have hereby set my hand and affixed the Seal of the City of Costa Mesa this ___ day of _____, 2011.

_____
City Clerk
City Council of the City of Costa Mesa

Illumination - interior. Illumination generated from the interior of a sign.

Illumination - interior with opaque background. Interior illumination of a sign where the background of the sign face is opaque and only the copy is illuminated.

Inflatable sign. Any inflatable object having any dimension in excess of 24 inches, including, but not limited to, objects made of plastic, cloth, rubber, or canvas, having the shape of any object, and regardless of whether or not it contains copy.

Mural or super graphic. A large image, picture, or design painted on or affixed to the exterior of a building or structure. A mural or super graphic is a sign only if it is related by language~~,~~ and/or logo~~, or imagery~~ to the advertisement of any product or service or the identification of any business.

Neighborhood identification sign. A sign identifying the entrance to a residential area consisting of 5 or more acres.

Nonconforming sign. A sign which was legally installed under laws or ordinances in effect at the time of its installation, but which is in conflict with the current provisions of this chapter.

Open house sign. A real estate sign with the words "Open House" as the primary copy for the premises on which the sign is located.

Painted wall sign. Any sign painted directly on the exterior surface of a building or structure, except awnings or canopies. (See "mural or super graphic".)

Permanent window sign. A sign that is placed on or behind a window for a period of time in excess of 60 days. Paper or cardboard signs, or signs painted directly onto the surface of a window, are not considered permanent window signs, regardless of the duration of display.

Political campaign sign. A sign indicating the name and/or picture of an individual seeking election to a public office, or concerning any issue, ballot measure or ballot proposition in a municipal, community, state or federal election, or pertaining to the advocating by persons, groups, or parties of political views or policies regarding a matter to be voted on in a forthcoming election.

Portable sign. Any sign which can be moved from place to place which is not permanently affixed to the ground or to a building. The term portable sign includes, but is not limited to, any sign affixed to an automobile, truck, trailer, or other vehicle where such sign solicits patronage to a specific business by means of parking such a vehicle primarily for the purpose of advertising such business. The term portable sign shall also include a sign posted in or on a vehicle parked on public or private property without written consent of the property owner, advertising that vehicle for sale.

Public baseball/softball field. Any baseball and/or softball field owned, rented, or leased by the City or used by the City under a joint use agreement.

Public property. Any building, park, grounds, structures, or other real property (collectively referred to as "property" for the purpose of this definition) owned, rented, or leased by the City not within the public right-of-way or any such property used by the City under a joint use agreement. For the purposes of this definition, public property does not include public baseball and softball fields.

Public right-of-way. Any public sidewalk, street, alley or highway improved to allow vehicular and pedestrian access and adjacent City landscape areas including trees therein, traffic control devices, street name signs, fire hydrants and other structures, under the ownership and jurisdiction of the City or the State.

Real estate sign. A temporary sign placed for the purposes of advertising the premises on which the sign is located as either for sale, lease or rent, and includes "for sale sign" and "open house sign".

Sign. Any medium for visual communication, including its copy, structure and component parts, which is used or intended to be used to attract attention to, or identify, or advertise a business, product, service, activity, or location or to provide information. "Sign" includes statuary and graphic wall designs used for advertising purposes. "Sign" includes billboards, but does not include handbills.

Site. One or more parcels of land identified by the assessor's records and for which an integrated building development exists or has been proposed.

Street banner. Any cloth, bunting, plastic, paper, or similar material used for advertising purposes on

ARTICLE 3. SIGN REGULATIONS

Sec. 13-113. GENERAL REQUIREMENTS

Unless otherwise provided in this chapter, erection, relocation or modification of all signs shall be in accordance with the requirements of this article, including the specific regulations listed in Table 13-115.

Sec. 13-114. PERMITS REQUIRED

Where indicated in Table 13-115 and Section 13-118 the erection, relocation, or modification of signs shall require permits and payment of fees as described in Article 7 Administration and Enforcement of this chapter. No permit shall be required under this chapter for maintenance of a sign or for change of copy on a changeable copy sign. The requirements of this chapter are in addition to the requirements of the Uniform Building Code, National Electrical Code and other applicable codes.

Sec. 13-115. SIGNS REGULATIONS AND DESIGN STANDARDS

Table 13-115 indicates the maximum allowed area, height, number, and other design restrictions for both permanent and temporary signs.

TABLE 13-115. SIGN REGULATIONS

PERMANENT SIGNS

	RESIDENTIAL ZONES	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
TOTAL SIGN AREA PER STREET FRONTAGE	**Residential uses:** 1.0 sq. ft per unit, not to exceed 90 sq. ft. (25 sq. ft. minimum for sites with 4 or more units). **Permitted non-residential uses:** 30 sq. ft. for sites less than 1 acre. 45 sq. ft. for sites of 1 acre or more.	1.0 sq. ft. per ft. of lot width + 0.5 sq. ft. per ft. of lot depth		30 sq. ft. for sites less than 1 acre. 45 sq. ft. for sites of 1 acre or more.
	Total area of all permanent signs (freestanding signs and building signs) may not exceed TOTAL SIGN AREA PER STREET FRONTAGE. See Section 13-116 for commercial or industrial signs located within 200 ft. of residentially-zoned property.			
FREESTANDING SIGNS PERMIT REQUIRED	Yes			
DEVELOPMENT STANDARDS	1. Must be located in landscaped planter equal to twice the sign area. 2. May not obstruct visibility for motorists or pedestrians at driveways or intersections. 3. May not obstruct visibility of legal signs on adjacent site(s). 4. May not consist of a pole sign with a visible cylindrical pole structure(s). 5~~4~~. Planning Division may require freestanding signs to incorporate street address if address on building is not visible from public streets: 6 inches high minimum in residential zones 8 inches high minimum in non-residential zones The address area, up to 6 sq. ft., is not counted against allowable sign area. Address must be integrated into the design of the sign and placed at such an elevation so as not to be obstructed by landscaping. 6~~5~~. See Section 13-116 if located within 200 ft. of residentially-zoned property.			
MAXIMUM AREA	30 sq. ft. (Includes both on-site and neighborhood identification signs.)	Total area of all freestanding signs may not exceed 50% of total allowed sign area per street frontage.		15 sq. ft. for sites less than 1 acre. 30 sq. ft. for sites of 1 acre or more.
MAXIMUM HEIGHT	7 ft.	12 ~~25~~ ft.	7 ft.	

15

TABLE 13-115. SIGN REGULATIONS

PERMANENT SIGNS (continued)

	RESIDENTIAL ZONES	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
NUMBER & SEPARATION	~~150~~ 300 ft. separation between freestanding signs on same site.			
ILLUMINATION	Exterior, or interior with opaque background. No flashing or blinking allowed.	No flashing or blinking allowed.		Exterior, or interior with opaque background. No flashing or blinking allowed.
VERTICAL CLEARANCE	8 ft. minimum clearance over pedestrian circulation areas. 16 ft. minimum clearance over parking and vehicular circulation areas.			
FREEWAY-ORIENTED FREESTANDING SIGNS PERMIT REQUIRED	Prohibited	Yes	Prohibited	
MAXIMUM AREA AND HEIGHT	N/A	For commercial properties of one acre or more, within 300 feet of a freeway exit: One freeway-oriented sign may be allowed, not to exceed 230 sq. ft. and 32 ft. high.	N/A	
ILLUMINATION	N/A	No flashing or blinking	N/A	
VERTICAL CLEARANCE	N/A	8 ft. minimum clearance over pedestrian circulation areas. 16 ft. minimum clearance over parking and vehicular circulation areas.	N/A	

TABLE 13-115. SIGN REGULATIONS

PERMANENT SIGNS (continued)

	RESIDENTIAL ZONES	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
BUILDING WALL SIGNS PERMIT REQUIRED	Yes			
MAXIMUM AREA	~~Total area of all permanent signs (freestanding signs and building signs) may not exceed TOTAL SIGN AREA PER STREET FRONTAGE. See Section 13-116 for commercial or industrial signs located within 200 ft. of residentially-zoned property.~~			
	Total area of all permanent building wall signage may not exceed TOTAL SIGN AREA PER STREET FRONTAGE.	Each single tenant may be allowed a maximum of 1.5 sq. ft. of building wall signage per lineal foot of building frontage of the business. If the building frontage of any such use is less than 25 lineal feet, only one sign, having a maximum area of 25 square feet, may be permitted.		
ILLUMINATION	Exterior, or interior with opaque background. No flashing or blinking allowed.	No flashing or blinking allowed.		Exterior, or interior with opaque background. No flashing or blinking allowed.
NUMBER	N/A	**Single tenant buildings:** A maximum of three wall signs per street frontage. **Multi-tenant buildings**: One wall sign per business on each street frontage. *Exception:* A tenant with more than 10,000 square feet of floor area in a multi-tenant building shall be permitted a maximum of three wall signs per business/street frontage. **Buildings with more than 2 stories and 30 feet in height:** No sign is permitted above the first floor of any building except for a single sign per street frontage on the uppermost portion of the building fascia identifying either the street address, name of the building, major tenant and/or logo. Street address up to 6 square feet per story shall not be counted toward allowable sign area.		N/A

17

TABLE 13-115 SIGN REGULATIONS (CONTINUED)				
PERMANENT SIGNS (continued)				
	RESIDENTIAL	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
LOCATION	Signs may only be attached to a building wall abutting a public street or on-site parking area serving the subject building, unless otherwise approved by the Planning Division.			
VERTICAL CLEARANCE	Awning, canopy and projecting signs: 8 ft. minimum clearance over pedestrian circulation areas. 16 ft. minimum clearance over parking and vehicular circulation areas.			
MURALS AND SUPER GRAPHICS PERMIT REQUIRED	Yes			
DEVELOPMENT STANDARDS	Subject to approval by the Planning Division. The purpose of the Planning Division approval is to verify that it is not a sign.			
PAINTED WALL SIGNS PERMIT REQUIRED	Yes			
MAXIMUM AREA	Total area of all painted wall signs may not exceed 10% of total allowed sign area per street frontage.			
PERMANENT WINDOW SIGNS PERMIT REQUIRED	Yes			
MAXIMUM AREA	1. 20% of contiguous window area maximum. 2. Window sign area in excess of the above maximum may be permitted if it can be shown that the merchandise offered for sale cannot be adequately displayed and, therefore, justifies substitution of additional window signage for merchandise display, subject to written approval by the Planning Division or Zoning Administrator. Total of permanent and temporary window sign area shall not exceed 50% of contiguous window area.			
CONVENIENCE SIGNS PERMIT REQUIRED	Yes			
DEVELOPMENT STANDARDS	1. 9 sq. ft. maximum per sign. 2. Not counted against allowable sign area. 3. Placement and height subject to approval of Planning Division.			
SIGNAGE IN MIXED-USE OVERLAY DISTRICT	Refer to the appropriate Urban Plan for signage regulations in the mixed-use overlay district.			

TABLE 13-115 SIGN REGULATIONS (CONTINUED)				
TEMPORARY SIGNS				
	RESIDENTIAL ZONES	COMMERCIAL ZONES	INDUSTRIAL ZONES	INSTITUTIONAL ZONES
CONSTRUCTION SIGNS PERMIT REQUIRED	Yes			
DEVELOPMENT STANDARDS	1. One per street frontage. 2. 64 sq. ft. maximum. 3. 16 ft. high maximum. 4. Must be removed within 1 year after installation, or within 30 days of final inspection, whichever occurs first.			
REAL ESTATE SIGNS (No permits are required.)				
FOR SALE SIGNS	1. One per street frontage. 2. 5 sq. ft. maximum. 3. 6 ft. high maximum.	1. One per street frontage. 2. 32 sq. ft. maximum. 3. 12 ft. high maximum.		
OPEN HOUSE SIGNS	1. One per street frontage. 2. 3 sq. ft. maximum. 3. 5 ft. high maximum.	Prohibited		
POLITICAL CAMPAIGN SIGNS ON PRIVATE PROPERTY	5 sq. ft. maximum per sign. Subject to Section 13-123.	Subject to Section 13-123.		
PORTABLE SIGNS WITHIN THE PUBLIC RIGHT-OF-WAY	Subject to Section 13-123.5.			
TEMPORARY SIGNS ON PUBLIC PROPERTY PERMIT REQUIRED	Subject to Section 13-118.1			

19

ATTACHMENT 3

VI.3
CO-11-02

From: JAranAtty@aol.com [mailto:JAranAtty@aol.com]
Sent: Thursday, August 04, 2011 4:55 PM
To: LEE, MEL
Cc: mgastineau@arrowsigncompany.com; tyoung@signbiz.com; Edward.Wasserman@daktronics.com; jjwef@sbcglobal.net
Subject: Re: FW: Costa Mesa Sign Ordinance Revisions

Hello, Mr. Lee --

We have reviewed the proposed ordinance revisions and have specific concerns in one area pertaining to freestanding signs being limited to 12' in height. Please kindly communicate this memo to the Planning Commission; thank you.

We understand staff's rationale, but practical field experience is that a maximum of 12' equates to a loss of visibility, especially in communities with wide streets and where there are many trees shading the sidewalks. The purpose of these signs is to adequately and fairly communicate with the motoring public in order to make a safe wayfinding or navigation decision, but with such a restriction signs are often swallowed up and unseen, which, frankly, is not good for traffic safety. In addition, there are situations where 12' tall sign limitations interfere with vehicle maneuvering on lots (e.g., U-Haul and UPS have tall trucks which have been known to crash into such signs).

We urge the city to reconsider this limitation and to at least include provisions that would allow signs up to 25' as of right (without having to pursue a variance) in circumstances where the man-made and natural topography, including the streetscape, preclude adequate visibility.

Sincerely,

Jeff Aran
Legal Counsel
Director of Gov't Affairs
California Sign Association

Law Offices of Jeffrey L. Aran
6700 Freeport Blvd., Suite 208
Sacramento, CA 95822
916.395.6000; fax 916.395.6028

VI.3
CO-11-02

From: Ed Fawcett [mailto:efawcett@costamesachamber.com]
Sent: Monday, August 08, 2011 1:49 PM
To: LEE, MEL
Cc: NGUYEN, KHANH
Subject: Sign Ord - proposed amendment

Mel,
I want to copy you on this suggestion so that you are not caught off-guard. The distances and streets are off the top of my head and might be worth examining more closely by the planning dept.

Ed

To: CM Planning Commissioners
Fr: Ed Fawcett, CM Chamber of Commerce
Re: Proposed changes to Sign Ordinance (Item VI-3)

I ask that the Planning Commission consider alternative other than simply a blanket freestanding sign height reduction from 25' to 12'.
The following might be able to stand alone or be combined. Direction to staff could be appropriate to re-examine and refine one or both of these alternatives.

Alternative 1:
25' high signs would be allowed if a property has a single-street frontage of at least 250' or a combined multiple-street frontage of at least 350'.

Alternative 2:
25' high signs would be allowed only on properties along the following streets:

- Harbor Blvd.
- Bristol St.
- Fairview Rd.
- Baker St. (between Bristol and Harbor)
- Red Hill
- East 17th St.
- West 19th St.
- Newport Blvd.
- Adams Ave. (1500 block west of Harbor)

Ed

08-08-11 PC Minute Excerpt for PA-11-02 - Unofficial Until Approved

3. **Application No.: CO-11-02**
Site Address: Citywide
Applicant: City of Costa Mesa
Environmental Determination: Exempt

Description:
An Ordinance of the City Council of Costa Mesa, California adopting Zoning Code Amendment CO-11-02, amending Title 13, Chapter VII, Article 2, General Provisions, and Article 3, Sign Regulations, of the Costa Mesa Municipal Code relating to sign regulations.

Betty Clen, Costa Mesa, made a comment concerning a business using storage space and signage at Triangle Square without actually having a storefront.

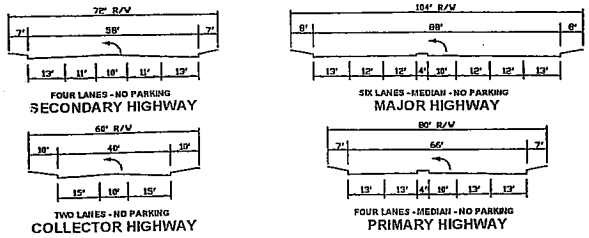
Ed Fawcett, President of Costa Mesa Chamber of Commerce, asked the Commission to review his suggested alternatives relating to sign regulations for maximum height of free standing signs.

No one else wished to speak and the Chair closed the public hearing.

MOTION: Recommend that City Council give first reading to the ordinance with direction to staff to present alternatives provided by the Costa Mesa Chamber of Commerce.
Moved by Vice Chair Sam Clark, seconded by Chair Colin McCarthy.

Commissioner Fitzpatrick asked if the maker of the motion would agree to additional verbiage to direct staff to present alternatives provided by the Costa Mesa Chamber of Commerce. The maker of the motion and the seconder agreed.

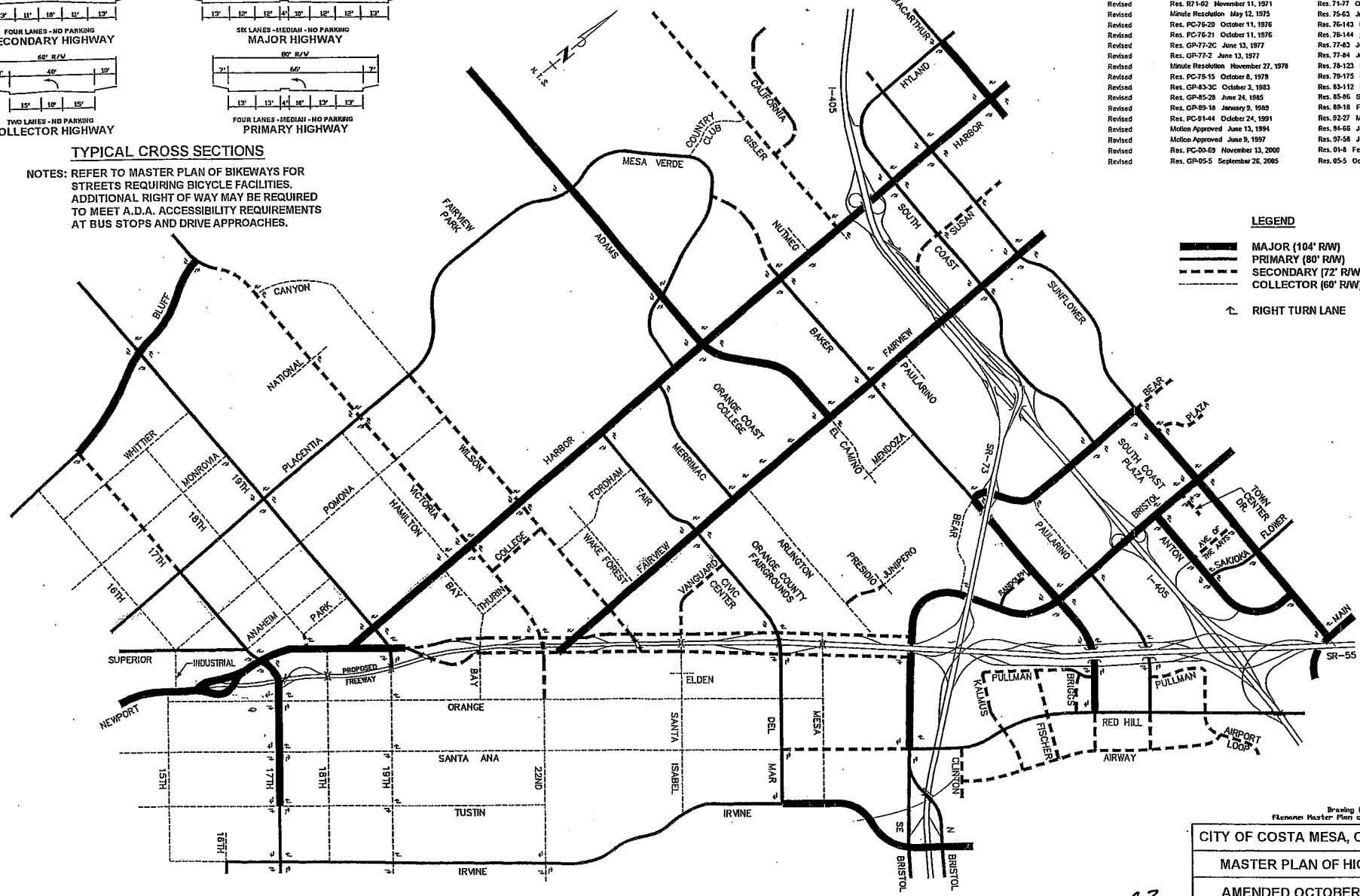
The motion carried by the following roll call vote:
Ayes: Chair Colin McCarthy, Vice Chair Sam Clark, Commissioner Robert Dickson, and Commissioner Jim Fitzpatrick
Noes: None.
Absent: Commissioner Edward Salcedo.



TYPICAL CROSS SECTIONS

NOTES: REFER TO MASTER PLAN OF BIKEWAYS FOR STREETS REQUIRING BICYCLE FACILITIES. ADDITIONAL RIGHT OF WAY MAY BE REQUIRED TO MEET A.D.A. ACCESSIBILITY REQUIREMENTS AT BUS STOPS AND DRIVE APPROACHES.

ACTION	PLANNING COMMISION	COUNCIL
Adopted	Res. 52 November 12, 1963	Res. 63-115 December 2, 1963
Revised	Res. 56 August 10, 1964	Res. 64-91 September 10, 1964
Revised	Res. R4-68 September 23, 1968	Res. 68-70 October 21, 1968
Revised	Res. R71-02 November 11, 1971	Res. 71-77 October 18, 1971
Revised	Minute Resolution May 12, 1975	Res. 75-63 June 3, 1975
Revised	Res. PC-76-20 October 11, 1976	Res. 76-143 November 15, 1976
Revised	Res. PC-76-21 October 11, 1976	Res. 76-144 November 15, 1976
Revised	Res. GP-77-2C June 13, 1977	Res. 77-63 July 5, 1977
Revised	Res. GP-77-2 June 13, 1977	Res. 77-84 July 5, 1977
Revised	Minute Resolution November 27, 1978	Res. 78-123 December 18, 1978
Revised	Res. PC-79-15 October 8, 1979	Res. 79-175 November 19, 1979
Revised	Res. GP-83-3C October 3, 1983	Res. 83-112 November 21, 1983
Revised	Res. GP-85-28 June 24, 1985	Res. 85-86 September 16, 1985
Revised	Res. GP-89-18 January 9, 1989	Res. 89-18 February 6, 1989
Revised	Res. PC-91-44 October 24, 1991	Res. 92-27 March 16, 1992
Revised	Motion Approved June 13, 1994	Res. 94-66 July 5, 1994
Revised	Motion Approved June 9, 1997	Res. 97-58 July 7, 1997
Revised	Res. PC-00-69 November 13, 2000	Res. 01-8 February 5, 2001
Revised	Res. GP-05-5 September 26, 2005	Res. 05-5 October 18, 2005



Drawing Revision Date: 1-17-06
Filename: Master Plan of Highways 060117.dwg

CITY OF COSTA MESA, CALIFORNIA
MASTER PLAN OF HIGHWAYS
AMENDED OCTOBER 18, 2005 GENERAL PLAN AMENDMENT 05-5