



CITY COUNCIL AGENDA REPORT

MEETING DATE: OCTOBER 4, 2011

ITEM NUMBER:

SUBJECT: SECOND READING OF ORDINANCE 11-11 FOR ZONING CODE AMENDMENT
CO-11-02

DATE: SEPTEMBER 22, 2011

FROM: DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: MEL LEE, AICP, SENIOR PLANNER

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

RECOMMENDATION

Give second reading to Ordinance 11-11 amending specified sections of the City's Sign Ordinance.

ANALYSIS

On September 20, 2011, City Council gave first reading to Ordinance 11-11 by a 5-0 vote amending certain sections of the sign regulations. Council did not make any changes to the ordinance as proposed. Staff has no further information on this item.

MEL LEE, AICP
Senior Planner

KHANH NGUYEN
Interim Development Services Director

ATTACHMENTS: Ordinance No. 11-11

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

ORDINANCE NO. 11-11

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).	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.
	Permitted non-residential uses: 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	<ol style="list-style-type: none"> Must be located in landscaped planter equal to twice the sign area. May not obstruct visibility for motorists or pedestrians at driveways or intersections. May not obstruct visibility of legal signs on adjacent site(s). May not consist of a pole sign with a visible cylindrical pole structure(s). 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. 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. <i>Exception:</i> 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:

APPROVED AS TO FORM:

City Clerk of the City of Costa Mesa

City Attorney

