

COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT PLANNING STAFF REPORT

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| 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.

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By: John P. Ramirez, AICP
Contract Planner