

## 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".

Adopted this 6th day of December 2018

ATTEST:

/s/ GEORGE BRIETIGAM  
CHAIR

/s/ JUDITH MOORE  
RECORDING SECRETARY

STATE OF CALIFORNIA    )  
COUNTY OF ORANGE     ) SS:  
CITY OF GARDEN GROVE )

I, JUDITH MOORE, Secretary of the City of Garden Grove Planning Commission, do hereby certify that the foregoing Resolution was duly adopted by the Planning Commission of the City of Garden Grove, California, at a meeting held on December 6, 2018, by the following vote:

AYES:	COMMISSIONERS:	(4)	LAZENBY, NGUYEN, SALAZAR, TRUONG
NOES:	COMMISSIONERS:	(0)	NONE
ABSTAIN:	COMMISSIONERS:	(1)	BRIETIGAM
ABSENT:	COMMISSIONERS:	(2)	KANZLER, LEHMAN

/s/ JUDITH MOORE  
RECORDING SECRETARY

PLEASE NOTE: Any request for court review of this decision must be filed within 90 days of the date this decision was final (See Code of Civil Procedure Section 1094.6).

A decision becomes final if it is not timely appealed to the City Council. Appeal deadline is January 2, 2018.