

COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT PLANNING STAFF REPORT

AGENDA ITEM NO.: C.1.	SITE LOCATION: Southwest corner of Garden Grove Boulevard and Haster Street at 12862 Garden Grove Boulevard
HEARING DATE: November 7, 2019	GENERAL PLAN: International West Mixed Use
CASE NO. Site Plan No. SP-076-2019	ZONE: PUD-102-74 (Planned Unit Development)
APPLICANT: Outfront Media, LLC	APN: 101-020-55, 101-020-56
OWNER: Cedarbrook Garden Grove, LLC	CEQA DETERMINATION: Mitigated Negative Declaration

REQUEST:

A request for Site Plan approval to relocate certain specific existing billboards and convert them into one (1) two-sided electronic billboard located along the Garden Grove (22) Freeway at 12862 Garden Grove Boulevard in the PUD-102-74 zone. A Mitigated Negative Declaration and Mitigation Monitoring and Reporting Program have been prepared for this project and will be considered for adoption along with the subject Site Plan application.

BACKGROUND:

A "billboard" is an off-premise sign, i.e., any sign identifying a use, facility, or service not conducted on the property where the sign is located, or a product that is produced, sold or manufactured on-site. Pursuant to Garden Grove Municipal Code (GGMC) Section 9.20.110, the construction of new billboards is prohibited in the City of Garden Grove (City). However, the owner of an existing legal nonconforming billboard located in the City may request City approval to relocate the existing billboard to a new location within the City by filing an application for approval of a Site Plan. In October of 2014, the City Council amended Section 9.20.110 through Amendment No. A-011-2014 to also allow existing static billboards that are proposed to be relocated to a location along the Garden Grove (22) Freeway Corridor, to be converted to electronic billboards, subject to specified criteria and conditions.

Outfront Media, which owns approximately seven (7) legal nonconforming billboard structures (with a total of 14 sign faces) within the City, has submitted the subject request to relocate two (2) of its existing billboard structures within the City (containing a total of four (4) faces – two (2) double-sided billboard structures), and convert them into one (1), new, relocated two-sided electronic billboard structure/sign (Electronic Billboard). The proposed Electronic Billboard is to be

erected on a property located along the north side of the Garden Grove (22) Freeway, at the southwest corner of Garden Grove Boulevard and Haster Street (subject Site).

The subject Site on which the proposed Electronic Billboard would be located, is an approximately 8.1-acre site that consists of two (2) parcels (101-020-55 and 101-020-56), currently developed as an integrated commercial/industrial development. The addresses on the subject Site range between 12800 through 12912. The subject Site is zoned Planned Unit Development No. PUD-102-74 and maintains a General Plan Land Use Designation of International West Mixed Use. The proposed Electronic Billboard would be located on the southern portion of the subject Site, adjacent to addresses 12832 and 12812. The property owner, Cedarbrook Garden Grove LLC, maintains an administration office at 12862 Garden Grove Boulevard. The property to the north, across Garden Grove Boulevard, is zoned C-1 (Neighborhood Commercial) and is developed with two (2) hotels; to the northeast, the property is zoned C-1 (Neighborhood Commercial) and is developed with a service station, and to the northwest, are apartment units, zoned PUD-136-00 (Planned Unit Development). The properties to the west are zoned HCSP-OP (Harbor Corridor Specific Plan - Office Professional) and R-3 (Multiple-Family Residential) and are developed with an animal hospital/office and a mobile home park, respectively. The subject Site is bounded to the south, southeast, and the east by the Garden Grove (22) Freeway. To the far south and southeast, across the Garden Grove (22) Freeway, the properties are zoned O-S (Open Space) and R-1 (Single-Family Residential) and are developed with an elementary school and single-family homes, respectively.

On June 19, 2019, Outfront Media conducted a Neighborhood Meeting to gain input from the public prior to Planning Commission consideration. A total of 26 notices were mailed to property owners located within a 300-foot radius of the proposed Electronic Billboard. Additionally, per City Administration direction, a total of 110 notices were personally dropped off by City Staff at the manager's office of the mobile home park located to the west of the subject Site. City Staff informed the on-site manager of the proposed Electronic Billboard and asked that the notices be distributed to each residential unit. The mobile home park is located beyond the Code requirement of 350 feet from a residential zoned property. No one from the public attended the June 19th Neighborhood Meeting.

DISCUSSION:

Site Plan

The project Applicant has submitted the subject Site Plan application, which proposes to remove/relocate two (2) existing legal nonconforming billboard structures and convert them into one (1) 50-foot tall, Electronic Billboard located along the Garden Grove (22) Freeway Corridor, at the subject Site. The two (2) billboard structures to be relocated/removed are double-sided billboards, the first located on the south side of Chapman Avenue, west of Santa Rosalia Street, and the second, is located on the north side of Garden Grove Boulevard, west of Beach Boulevard. A total of four (4) billboard faces are proposed to be removed.

The Electronic Billboard is proposed to be located within the parking lot of an approximately 8.1-acre integrated commercial/industrial development that is located along the north side of the Garden Grove (22) Freeway, at the southwest corner of Garden Grove Boulevard and Haster Street. In order to accommodate the proposed Electronic Billboard on-site, one (1) parking space will be relocated. On the proposed Site Plan, the Applicant will restripe the existing parking spaces to provide and maintain the current number of parking spaces servicing the subject Site. The design of the proposed Electronic Billboard will include a metal clad single-support with two (2), 14 foot by 48 foot (672 square foot) electronic reader board sign faces that will be oriented toward the Freeway, facing both east and west bound traffic. Staff believes the proposed Electronic Billboard relocation and conversion satisfies the criteria and conditions for Site Plan approval pursuant to GGMC § 9.20.110.

Location

In compliance with GGMC § 9.20.110.D, the proposed Electronic Billboard would be located on commercially-zoned property within the Garden Grove (22) Freeway Corridor and would not be located within either 500 feet of any other billboard on the same side of the freeway or within 1,000 feet of any other electronic sign. Additionally, the proposed Electronic Billboard would not be located within 350 feet of a residentially-zoned property. The mobile home park to the west, and the single-family homes to the south across the Garden Grove (22) Freeway, are both beyond the required distance and will not be impacted by the proposed Electronic Billboard.

Height

Pursuant to GGMC §9.20.110.D.3.f, the permitted height of an electronic billboard shall be determined through the Site Plan review process and shall be limited to the maximum height necessary to ensure adequate visibility of the display from the Garden Grove (22) Freeway. Requested height of an electronic billboard must be justified through a balloon or flag test, or other similar test, conducted at the applicant's cost, and unless special circumstances necessitate a taller sign, as demonstrated through a balloon or flag test, or other similar test, no electronic billboard may exceed 60 feet in height, as measured from finished grade to the top of the billboard structure. In September 2018, the Applicant performed a flag test and determined that the allowable code height of 50 feet above the finished grade of the subject Site would provide the necessary height for visibility.

Supporting Structure and Sign Faces

GGMC § 9.20.110 allows up to two (2) steel supports and 680 square feet of sign area. The proposed Electronic Billboard would be supported by a single steel pole, and each sign face will be approximately 672 square feet in area. As required by GGMC § 9.20.110, the proposed Electronic Billboard faces will be oriented for viewing toward the Garden Grove (22) Freeway and away from any residentially-zoned property. In addition, the proposed Electronic Billboard will be subject to several conditions of approval and mitigation measures designed to limit light and

glare impacts from the electronic sign, which includes the requirements that brightness of the sign be adjusted in accordance with ambient light levels and limit the maximum brightness of the sign, that all messages displayed on the electronic sign be static and not contain special visual effects that include moving or flashing lights, and that the minimum display duration for all messages not be less than eight (8) seconds.

Removal of Existing Billboard Faces

GGMC § 9.20.110 requires that for every billboard face proposed to be relocated/converted from within the City to an electronic billboard face along the Garden Grove (22) Freeway, at least two (2) vinyl billboard faces shall be removed. The Applicant has proposed to remove four (4) billboard faces elsewhere within the City in order to install the proposed Electronic Billboard along the Garden Grove (22) Freeway. The Applicant provided a list of approximately seven (7) billboard structure locations, some single-faced and some double-faced, that the Applicant proposed for removal/relocation. City Staff reviewed each location and believe that removal of the two (2) structures that were chosen would have the most impact in improving the visual aesthetics in the areas in which they are located.

Billboard Relocation Agreement

GGMC § 9.20.110.D.3.k provides that, as a condition of approval of the relocation and/or conversion of a billboard to an electronic billboard, the owner of the electronic billboard must execute a Billboard Removal and Relocation Agreement (Relocation Agreement) with the City pursuant to California Business and Professions Code section 5412 on terms approved by the City Council. If the Planning Commission approves the requested Site Plan, Staff will take a Relocation Agreement, negotiated with the Applicant, to the City Council for consideration. The project Applicant cannot proceed with the proposed project until and unless the City Council approves a mutually acceptable Relocation Agreement.

Mitigated Negative Declaration

In conjunction with the proposed project, the City (through a consultant) has prepared an Initial Study and Mitigated Negative Declaration ("IS/MND") in accordance with the California Environmental Quality Act ("CEQA") analyzing the potential environmental impacts of the proposed Electronic Billboard. The IS/MND concludes that the proposed Project will have no, or a less than significant, impact on all relevant environmental factors, provided specified mitigation measures are complied with. These mitigation measures are incorporated as Conditions of Approval to the proposed Site Plan. The City Council will consider adoption of the Mitigated Negative Declaration and associated Mitigation Monitoring and Reporting Program in conjunction with its consideration of the Relocation Agreement. The Planning Commission is required to hold a public hearing concerning the IS/MND and make a recommendation regarding its adoption.

RECOMMENDATION:

Staff recommends that the Planning Commission take the following action:

- Adopt a Resolution approving Site Plan No. SP-076-2019, subject to the recommended Conditions of Approval, and recommend that the City Council adopt a Mitigated Negative Declaration and Mitigation Monitoring and Reporting Program for the proposed Project.



LEE MARINO
Planning Services Manager



By: Paul Guerrero
Senior Program Specialist / Real Property Agent

Attachment: Initial Study/Mitigation Negative Declaration/Mitigation Monitoring and Reporting Program