

# CITY OF LONG BEACH

# H-1

DEPARTMENT OF DEVELOPMENT SERVICES

333 West Ocean Blvd., 4<sup>th</sup> Floor Long Beach, CA 90802 (562) 570-6428 Fax: (562) 570-6205

June 1, 2010

HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach

California

## RECOMMENDATION:

Receive supporting documentation into the record, conclude the public hearing, deny the appeal and uphold the Planning Commission decision denying a Conditional Use Permit for a 1,089-square-foot, double-faced illuminated freeway sign with electronic message center, with a height of 60 feet from freeway grade located at 3377-3399 Long Beach Boulevard. (District 7)

## DISCUSSION

On September 17, 2009, the Planning Commission voted to deny a Conditional Use Permit request for a 1,089-square-foot double-faced illuminated freeway sign with electronic message center, with a height of 60 feet from freeway grade. The item had been before the Planning Commission twice as a study session and twice for consideration, before the decision was rendered. The applicant appealed the decision on September 28, 2009.

The project site is located on a 34,182-square-foot lot at 3377-3399 Long Beach Boulevard (Exhibit A – Location map). The site is in the CCA zone and contains two commercial buildings.

Cabe Toyota is proposing to operate a leasing office at the subject site and is requesting approval of a 1,089-square-foot double-faced illuminated freeway sign with electronic message center, with an overall height of 80 feet (60 feet from freeway grade). The proposed sign contains three separate display areas that include two cabinet signs and one electronic full color message center (Exhibit B – Plans and photos). It would be located along the southern property line just east of the existing building and adjacent to the 405 freeway. No alternative designs were presented to staff for review.

The proposed sign is consistent in both height and size with the two other existing auto-related electronic message boards in the city (Cal Worthington and Circle Auto Group/Coast Cadillac). However, the Planning Commission determined that the proposed sign is not in keeping with the character of the neighborhood in which it is proposed, and will negatively impact the community due to its size and height, and its proximity to residential properties. The other auto-related freeway signs in Long Beach are located in more intensely commercial areas with no adjacent residential neighborhoods that could be impacted. Therefore, staff recommends that the City Council uphold the decision of the Planning Commission to deny the request for a Conditional Use Permit, based on the

HONORABLE MAYOR AND CITY COUNCIL

June 1, 2010

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findings made as indicated in the attached documents (Exhibit C- Planning Commission findings).

This letter was reviewed by Assistant City Attorney Michael Mais on May 17, 2010 and by Budget Management Officer Victoria Bell on May 14, 2010.

TIMING CONSIDERATIONS

An appeal of a Planning Commission decision must be heard by the City Council within 60 days of submittal of the appeal application. However, the applicant waived this requirement to hold additional meetings with community groups and consider alternative locations and sign designs.

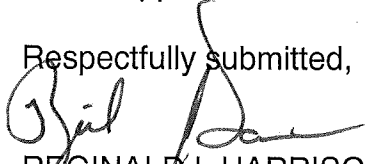
FISCAL IMPACT

There is no fiscal impact and no known jobs impact associated with the recommended action.

SUGGESTED ACTION:


Approve recommendation.

Respectfully submitted,



REGINALD I. HARRISON  
INTERIM DIRECTOR OF DEVELOPMENT SERVICES

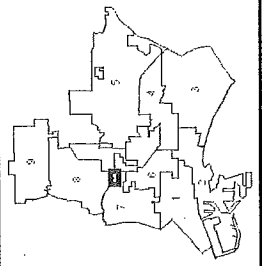
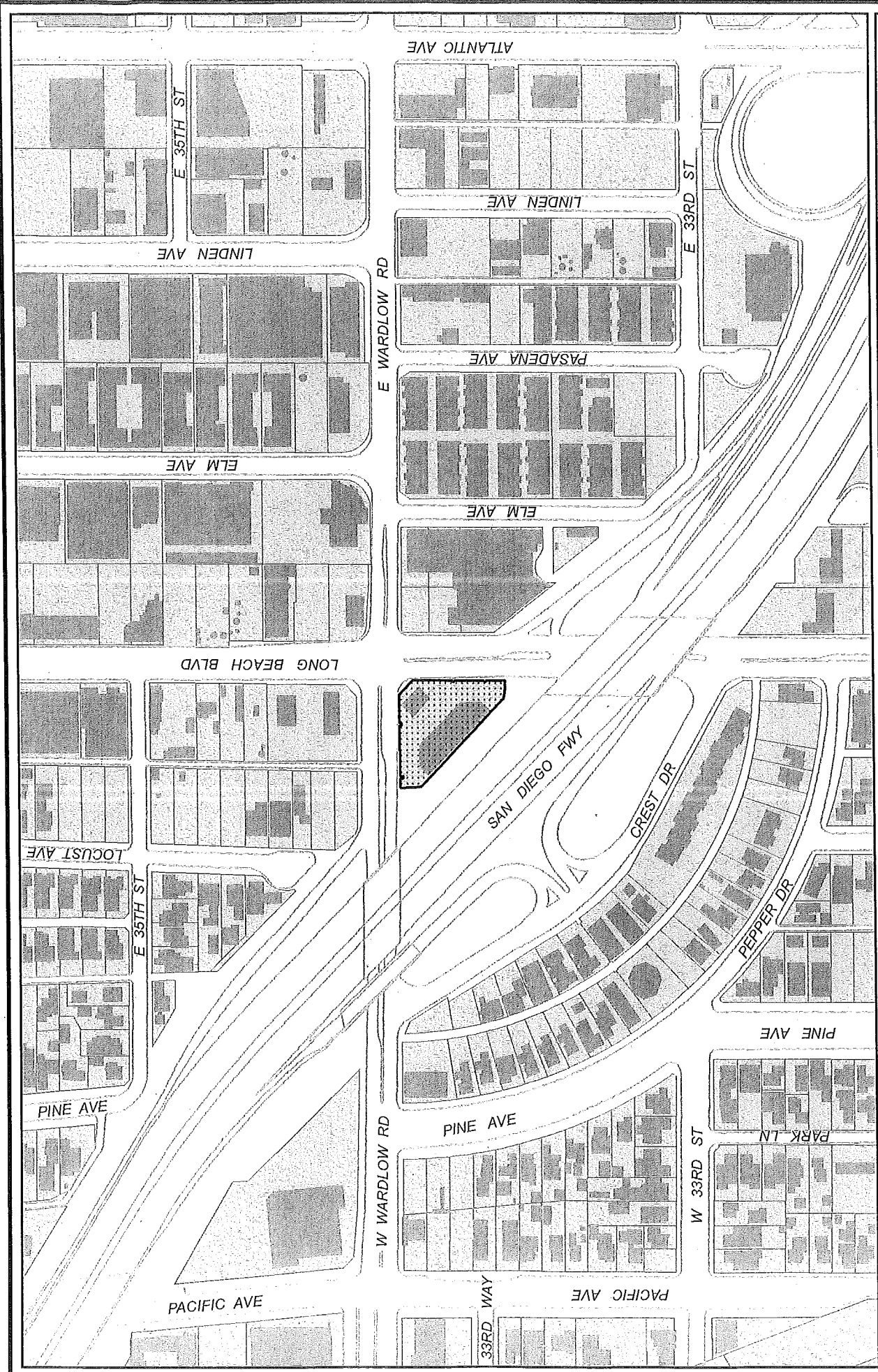
APPROVED:

  
\_\_\_\_\_  
PATRICK H. WEST  
CITY MANAGER

RH:DB:JW

P:\clbchdv\dv\$\Planning\City Council Items (Pending)\Council Letters\2010-06-01\Cabe Toyota\Council Letter 0901-06 for 2010-06-01.doc

Attachments: Exhibit A – Location Map  
Exhibit B – Plans and Exhibits  
Exhibit C – Planning Commission Findings (Attachment online at [lbs.longbeach.gov](http://lbs.longbeach.gov))



# Exhibit A



**Subject Property:**  
 3377-3399 Long Beach Blvd  
 Application No. 0901-06  
 Council District 7  
 Zoning Code : CCA (HR-4)

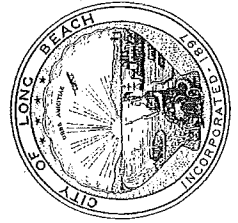
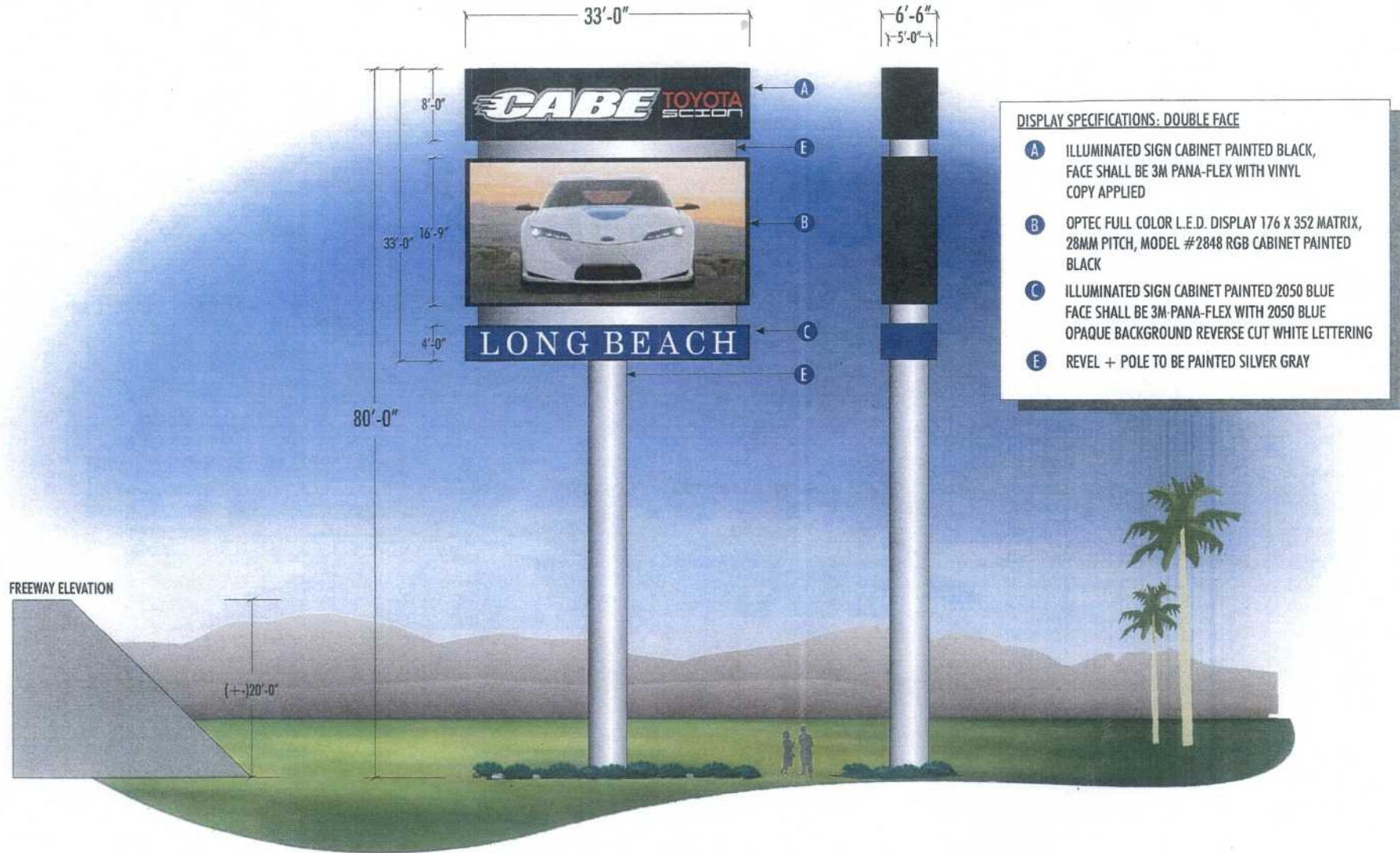


Exhibit B



- DISPLAY SPECIFICATIONS: DOUBLE FACE**
- A** ILLUMINATED SIGN CABINET PAINTED BLACK, FACE SHALL BE 3M PANA-FLEX WITH VINYL COPY APPLIED
  - B** OPTEC FULL COLOR L.E.D. DISPLAY 176 X 352 MATRIX, 28MM PITCH, MODEL #2848 RGB CABINET PAINTED BLACK
  - C** ILLUMINATED SIGN CABINET PAINTED 2050 BLUE FACE SHALL BE 3M PANA-FLEX WITH 2050 BLUE OPAQUE BACKGROUND REVERSE CUT WHITE LETTERING
  - E** REVEL + POLE TO BE PAINTED SILVER GRAY

 1749 E. 28TH ST. SIGNAL HILL, CA 94705 800-455-4336 F: 510-427-4875 WWW.SIGNMETHODS.COM	DATE	12/22/08	CUSTOMER/PROJECT/ADDRESS	LONG BEACH PYLON SIGN	CUSTOMER APPROVAL		PAGE	1	© 2009 Sign Methods, Inc. These drawings/concepts are the property of Sign Methods, Inc., Signal Hill, CA and shall not be used or duplicated, in all or part, without the expressed written consent of an authorized signatory of Sign Methods, Inc., enforceable by copyright law.
	DRAWING #	08-270	CABE TOYOTA		LANDLORD APPROVAL				
	DRAWN BY	RD	3377-4399 LONG BEACH BLVD.		REVISIONS	1 3/23/09 RD 2 3/31/09 RD			
	SCALE	3/32" = 1'-0"	LONG BEACH CA, 90806		SALESPERSON	DC			



PROPOSED PYLON ELEVATION(405 FWY NORTH EXIT LONG BEACH BLVD)

1/64"=1'-0"

WWW.SIGNMETHODS.COM



**SIGN METHODS INC.**  
1749 G. SMITH ST. SIGNAL HILL, CA 90759 TEL: 655-4234 FAX: 655-4277

DATE	12/22/08	CUSTOMER/PROJECT/ADDRESS	LONG BEACH PYLON SIGN	CUSTOMER APPROVAL	
DRAWING #	08-270		CABE TOYOTA	LANDLORD APPROVAL	
DRAWN BY	RD		3377-4399 LONG BEACH BLVD.	REVISIONS	1 3/23/09 RD 2 3/31/09 RD
SCALE	NOTED		LONG BEACH CA, 90806	SALESPERSON	DC


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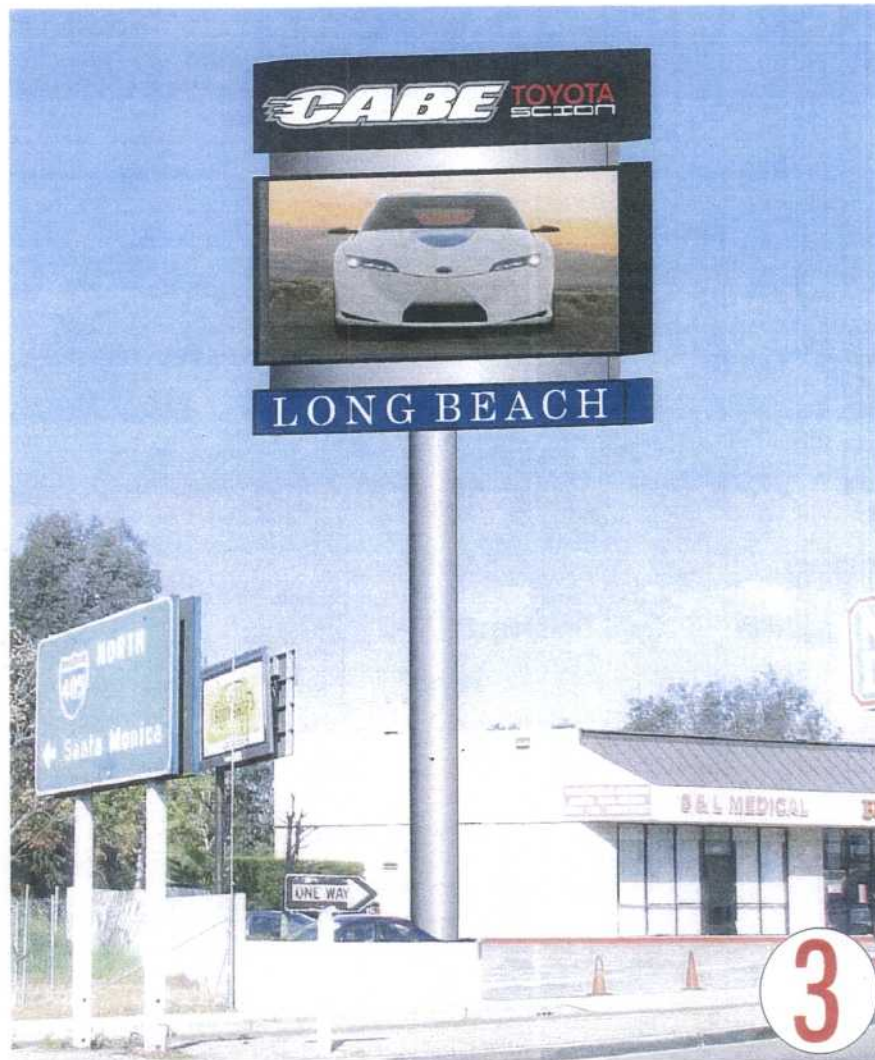
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PROPOSED PYLON ELEVATION(405 FWY NORTH EXIT LONG BEACH BLVD)

1/16" = 1'-0"

 1749 E. 24TH ST. SIGNAL HILL, CA 94759 800-655-4234 F: 510-427-3873	DATE	12/22/08	CUSTOMER/PROJECT/ADDRESS	LONG BEACH PYLON SIGN	CUSTOMER APPROVAL		PAGE	3	© 2009 Sign Methods, Inc. These drawings/concepts are the property of Sign Methods, Inc., Signal Hill, CA and shall not be used or duplicated, in all or part, without the expressed written consent of an authorized signatory of Sign Methods, Inc., enforceable by copyright law.
	DRAWING #	08-270			LANDLORD APPROVAL				
	DRAWN BY	RD		3377-4999 LONG BEACH BLVD.	REVISIONS	1 3/23/09 RD 2 3/31/09 RD			
	SCALE	NOTED		LONG BEACH CA, 90806	SALESPERSON	DC			



**PROPOSED PYLON ELEVATION**

SCALE: 3/32" = 1'-0"

<a href="http://www.signmethods.com">www.signmethods.com</a> <b>SMI</b> <b>SIGN METHODS INC.</b> 1749 E. 28TH ST. SIGNAL HILL, CA 94795 800-655-4236 F-562-427-0275	DATE	12/22/08	CUSTOMER/PROJECT/ADDRESS	LONG BEACH PYLON SIGN	CUSTOMER APPROVAL		PAGE	4	© 2009 Sign Methods, Inc. These drawings/concepts are the property of Sign Methods, Inc., Signal Hill, CA and shall not be used or duplicated, in all or part, without the expressed written consent of an authorized signatory of Sign Methods, Inc., enforceable by copyright law.
	DRAWING #	08-270	CABE TOYOTA		LANDLORD APPROVAL				
	DRAWN BY	RD	3377-4399 LONG BEACH BLVD.		REVISIONS	1 3/23/09 RD 2 3/31/09 RD			
	SCALE	NOTED	LONG BEACH CA, 90806		SALESPERSON	DC			



PROPOSED PYLON ELEVATION(405 FWY SOUTH BOUND EXIT LONG BEACH)  
 1/32" = 1'-0"

 WWW.SIGNMETHODS.COM 1747 E. 28TH ST. BIRDALE HILL, CA 90703    800-653-4332    562-437-6675	DATE	12/22/08	CUSTOMER/PROJECT/ADDRESS	LONG BEACH PYLON SIGN	CUSTOMER APPROVAL		PAGE	5	© 2009 Sign Methods, Inc. These drawings/concepts are the property of Sign Methods, Inc., Signal Hill, CA and shall not be used or duplicated, in all or part, without the expressed written consent of an authorized signatory of Sign Methods, Inc., enforceable by copyright law.
	DRAWING #	08-270		CABE TOYOTA	LANDLORD APPROVAL				
	DRAWN BY	RD		3377-4399 LONG BEACH BLVD.	REVISIONS	1 3/23/09 RD 2 3/31/09 RD			
	SCALE	NOTED		LONG BEACH CA, 90806	SALESPERSON	DC			






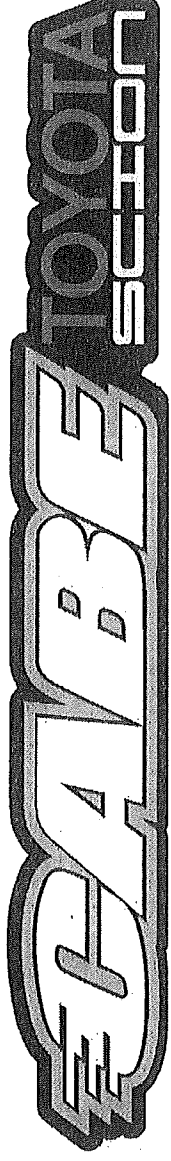
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PROPOSED PYLON ELEVATION(405 FWY)

1/32" = 1'-0"

 <p>1749 G. STREET SE. SIGNAL HILL, CA. 94759. 800-453-4334. F. 542-427-8875</p>	DATE	12/22/08	CUSTOMER/PROJECT/ADDRESS	LONG BEACH PYLON SIGN	CUSTOMER APPROVAL		PAGE	6	© 2009 Sign Methods, Inc. These drawings/concepts are the property of Sign Methods, Inc., Signal Hill, CA and shall not be used or duplicated, in all or part, without the expressed written consent of an authorized signatory of Sign Methods, Inc. - enforceable by copyright law.
	DRAWING #	08-270		CABE TOYOTA	LANDLORD APPROVAL				
	DRAWN BY	RD		3377-4399 LONG BEACH BLVD.	REVISIONS	1 3/23/09 RD	2 3/31/09 RD		
	SCALE	NOTED		LONG BEACH CA, 90806	SALESPERSON	DC			





- Recent Toyota study shows 1 million local car owners travel 405 freeway each month.
- Facility improvements & Freeway sign should improve location visibility and lead to a significant increase in revenue.

As compared to competition with Freeway locations.

– CERRITOS TOYOTA 5816 units - CARSON TOYOTA 3416 units  
GARDEN GROVE TOYOTA 2120 units

- New car forecast for 2010 = 1225 vs. 825 in 2008
- Allow Cabe to remain in Long Beach and complete expansion plans.

# Cabe Toyota Annual Sales Tax Revenue History

	Taxable Revenue	Taxes paid to City
2008	\$ 34,174,117	\$ 341,741
2007	\$ 48,921,633	\$ 489,216
2006	\$ 44,515,151	\$ 445,152
2005	\$ 40,003,543	\$ 400,035
2004	\$ 39,207,344	\$ 392,073
Total		\$ 2,068,218

## 2010 Revenue Projection

\* Assumes facility upgrade and Freeway Sign

Taxable Revenue \$ 54,000,000

Projected sales unit growth 400 units  
33 per month

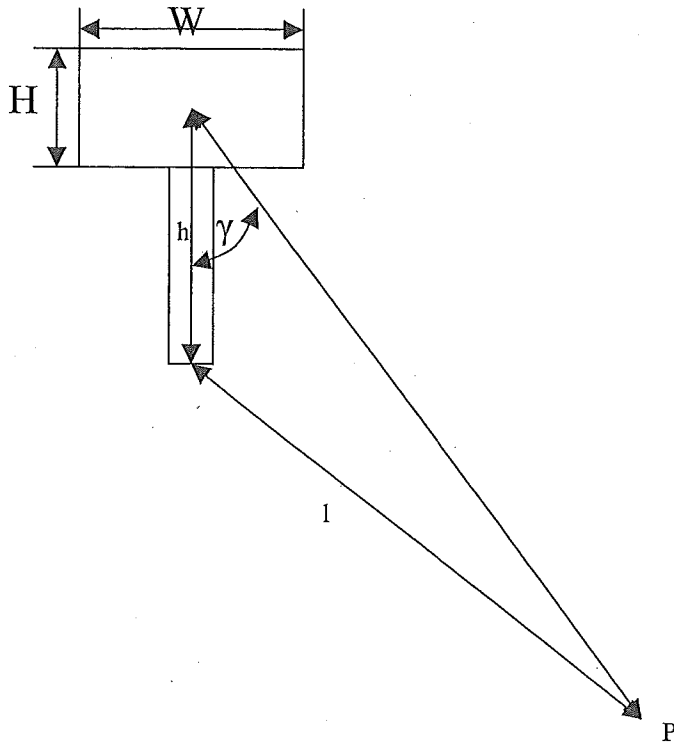
Projected Taxable Rev growth \$ 20,000,000

New Annual City Tax Revenue projection \$ 200,000

Projected Annual City Tax Revenue \$ 540,000

# LED sign light pollution calculation

For easy calculate the LED sign light pollution we use street lamp illuminance formula calculate.



$$E_p = \frac{I_{rc}}{h^2} \cos^3 \gamma$$

$E_p$  is the illuminance at point P (lx)

$I_{rc}$  is the LED sign luminance intensity at point P (cd)

$h$  is the LED sign center high (m)

$l$  is the distance from LED sign (m)

Example distance = 100'.

Brightness 8,000 nits

$h = 30' \approx 9.15 \text{ m}$

$$l = 100' \approx 30.49 \text{ m}$$

$$H = 16' 2'' \approx 5 \text{ m}$$

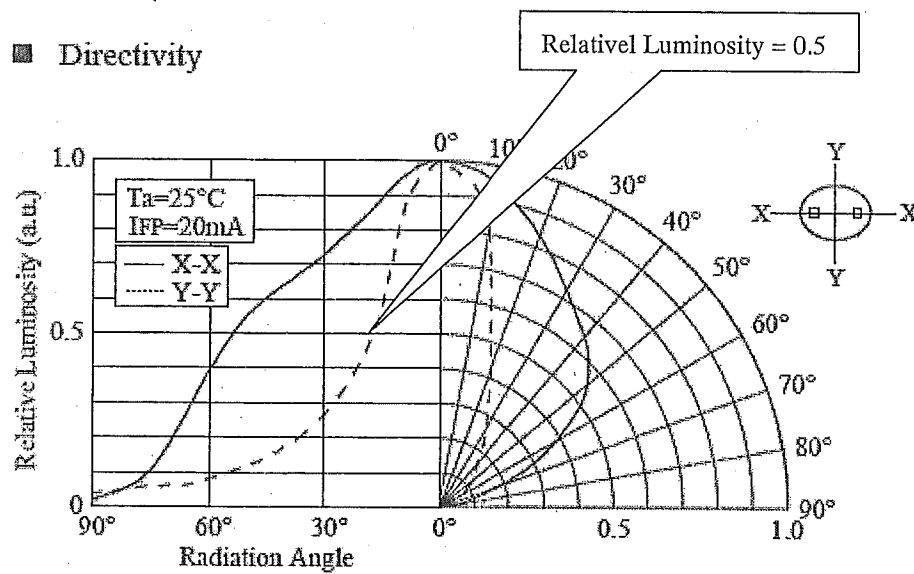
$$W = 32' 4'' \approx 10 \text{ m}$$

$$\gamma = \text{arc tg } \frac{l}{h} \approx 73.3^\circ$$

$$90^\circ - 73.3^\circ = 16.7^\circ$$

According to follow chart at  $16.7^\circ$  directivity relative luminosity

= 0.5



According to LED sign luminance is 8,000 nits and size is 5m

high 10m width, we have total luminance intensity  $I_{\text{total}}$ .

$$I_{\text{total}} = 8,000 \times 5 \times 10 = 400,000 \text{ (cd)}$$

$$I_{\text{rc}} = I_{\text{total}} \times 0.5 = 400,000 \times 0.5 = 200,000 \text{ (cd)}$$

$$E_p = \frac{I_{rc}}{h^2} \cos^3 \gamma$$

$$E_p = 200,000 \div h^2 \times \cos^3 \gamma = 56.7 \text{ lx}$$

Example distance = 500'.

Brightness 8,000 nits

$h = 30' \approx 9.15 \text{ m}$

$l = 500' \approx 152.4 \text{ m}$

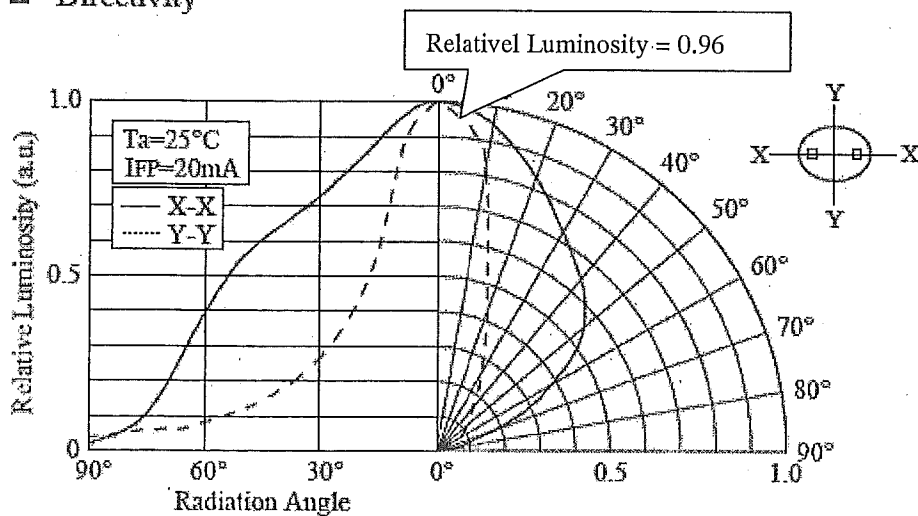
$H = 16' 2'' \approx 5 \text{ m}$

$W = 32' 4'' \approx 10 \text{ m}$

$$\gamma = \arctan \frac{l}{h} \approx 86.6^\circ$$

$$90^\circ - 86.6^\circ = 3.4^\circ$$

■ Directivity



$$I_{rc} = I_{\text{total}} \times 0.96 = 400,000 \times 0.96 = 384,000 \text{ (cd)}$$



$$E_p = \frac{I_{rc}}{h^2} \cos^3 \gamma$$

$$E_p = 384,000 \div h^2 \times \cos^3 \gamma = 0.99 \text{ lx}$$

Example distance = 1,000'.

Brightness 8,000 nits

$h = 30' \approx 9.15 \text{ m}$

$l = 1000' \approx 304.9 \text{ m}$

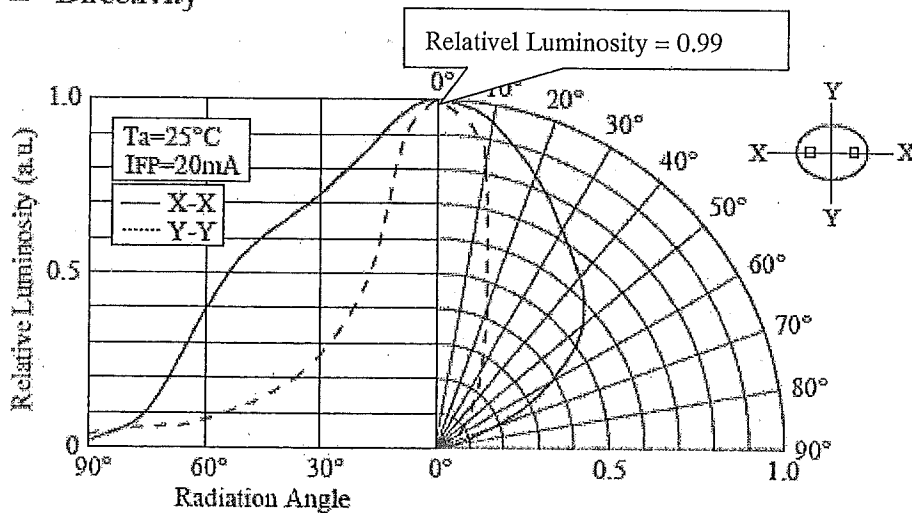
$H = 16' 2'' \approx 5 \text{ m}$

$W = 32' 4'' \approx 10 \text{ m}$

$$\gamma = \arctan \frac{l}{h} \approx 88.3^\circ$$

$$90^\circ - 86.6^\circ = 1.7^\circ$$

#### ■ Directivity



$$I_{rc} = I_{total} \times 0.99 = 400,000 \times 0.99 = 396,000 \text{ (cd)}$$

$$E_p = \frac{I_{rc}}{h^2} \cos^3 \gamma$$

$$E_p = 396,000 \div h^2 \times \cos^3 \gamma = 0.13 \text{ lx}$$

Results of the calculation at 100% brightness:

Distance	100'	500'	1,000'
Illuminance	56.7 lx	0.99 lx	0.13 lx

Projected Results of the calculation at Actual brightness (<50%):

Distance	100'	500'	1,000'
Illuminance	15.7 lx	0.12 lx	0.001 lx

Illuminance	Example
0.002 lux	Moonless clear night sky with <u>airglow</u> <sup>[2]</sup>
0.01 lux	Quarter moon
0.2 lux	Design minimum for emergency lighting (AS2293).
0.27 lux	Full moon on a clear night <sup>[2][3]</sup>
1 lux	Full moon overhead at tropical <u>latitudes</u> <sup>[4]</sup>
3.4 lux	Dark limit of civil <u>twilight</u> under a clear sky <sup>[5]</sup>
50 lux	Family living room <sup>[6]</sup>
80 lux	Hallway/toilet <sup>[2]</sup>
100 lux	Very dark overcast day <sup>[2]</sup>

## CONDITIONAL USE PERMIT FINDINGS

3377-3399 Long Beach Boulevard

Application No. 0901-06

September 17, 2009

Pursuant to Section 21.25.206 of the Long Beach Municipal Code, a Conditional Use Permit can be granted only when positive findings are made consistent with the following criteria set forth in the Zoning Ordinance. These findings and staff analysis are presented for consideration, adoption and incorporation in to the record of proceedings:

**A. THE APPROVAL IS CONSISTENT WITH AND CARRIES OUT THE GENERAL PLAN, ANY APPLICABLE SPECIFIC PLANS SUCH AS THE LOCAL COASTAL PROGRAM AND ALL ZONING REGULATIONS OF THE APPLICABLE DISTRICT;**

The subject site is currently developed with a small neighborhood shopping center and is located within General Plan Land Use District #8 (Major Commercial Corridor). No specific plan applies to the site and the site is not located in the coastal zone. The site is located within the Central Redevelopment Project Area. Neither the site nor the proposed use is consistent with the CCA zone (Community Automobile-Oriented District) that permits retail and services uses for an entire community. The applicant is seeking a waiver of the minimum required site of 5 acres or a minimum building size of 150,000 square feet to allow an electronic message center sign. A Conditional Use Permit is consistent when it carries out the intent of the land use district in which it is located, and otherwise complies with the required findings of the Zoning Regulations. In this case, the proposal does not meet the specified requirements.

**B. THE PROPOSED USE WILL NOT BE DETRIMENTAL TO THE SURROUNDING COMMUNITY INCLUDING PUBLIC HEALTH, SAFETY OR GENERAL WELFARE, ENVIRONMENTAL QUALITY OR QUALITY OF LIFE; AND**

The proposed freeway sign would negatively impact the quality of life for the surrounding residential neighborhoods based on its proposed size and location. The size and operation of the sign would further degrade the aesthetics of an area already in need of redevelopment. Although the sign is freeway oriented, it would be visible from the adjacent residential areas during both evening and daytime hours. The negative aesthetic impacts that the proposed 1,089-square-foot sign would have during daytime hours along with the potential negative light pollution impacts that the sign would have at night would be detrimental to the surrounding community.

**C. THE APPROVAL IS IN COMPLIANCE WITH THE SPECIAL CONDITIONS FOR SPECIFIC CONDITIONAL USES, AS LISTED IN CHAPTER 21.52.**

In addition to the above general findings, the following specific conditions pursuant to Zoning Code Section 21.52.201 apply to all electronic message center signs requiring a Conditional Use Permit:

- 1. The proposed design of the electronic message center sign is complete and consistent within itself and is compatible in design with the architectural theme or character of the existing or proposed development it will serve and the community in which it will be located.**

The proposed design of the electronic message center sign is not compatible in design with the architectural theme or character of the existing development nor will it will serve or the community in which it will be located. The sign is out of scale for the existing retail center in which it is proposed to be located and will effectively result in the sign being the architectural focal point for the center. Although the sign may increase business for the auto dealership, any positive community benefits that may be provided by the sign are severely diminished by the negative impacts of the sign.

- 2. The establishment of the proposed electronic message center sign will not adversely affect the character, livability or quality of life of the residential community it will be adjacent to or located in.**

The proposed 1,089-square-foot sign with an overall height of 80 feet will adversely affect the character, livability and quality of life of the adjacent residential communities. The height and size of the sign will negatively affect the overall character and aesthetics of the area that will negatively affect the livability and quality of life for the adjacent residential areas. The sign is designed for both day and night operations. During the day, the size of the sign that is out of scale with the area would be visible and, in turn, aesthetically detrimental to the surrounding residential properties. At night, the light pollution that the sign will produce will have a negative impact on those same residential properties.