

RESOLUTION NO. XXX-01-21

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SIGNAL HILL, CALIFORNIA, APPROVING A REQUEST TO MODIFY THE EXISTING SIGN PROGRAM FOR AN EXISTING AUTOMOBILE DEALERSHIP (GLENN E. THOMAS DODGE, CHRYSLER, JEEP) LOCATED AT 2100 E. SPRING STREET WITHIN THE AUTO CENTER SPECIFIC PLAN (SP-4) ZONING DISTRICT

WHEREAS, Los Angeles County Sanitation District's (Sanitation District), authorized agent and applicant submitted an application requesting to modify the existing sign program for Glenn E. Thomas Dodge, Chrysler, Jeep (Dodge) to raise one monument sign 5'-0" feet above ground level on East Spring Street and Jones Place to accommodate the Sanitation District's project of adding a new Southern California Edison transformer and upgraded electrical panel, which will obscure the sign in the Auto Center Specific Plan (SP-4) zoning district; and

WHEREAS, said property is legally described as Lot 4 of Parcel Map No. 26362, Assessor Identification Number, 7212-005-077 in the City of Signal Hill, County of Los Angeles, State of California as per map recorded in Book 36, Pages 35 through 37 of Maps, in the office of the County Recorder of said county; and

WHEREAS, in 1989, the Signal Hill Auto Center Specific Plan (SP-4) was adopted as a primary tool to guide the City's economic development. The Specific Plan does not include design standards; however, the City adopted the Auto Center Design Guidelines to ensure high-quality design while still allowing flexibility. The design of the auto dealerships, as well as individual sign programs, are reviewed on a case-by-case basis by the Planning Commission using Site Plan and Design Review; and

WHEREAS, in 1992, the Planning Commission approved Site Plan and Design Review for development of Dodge at 2100 East Spring Street. A sign program was part of the approval and included a freestanding monument sign; and

WHEREAS, in 2003, a second monument sign was approved by the Planning Commission to be placed at the intersection of East Spring Street and Jones Place; and

WHEREAS, in 2010, the Planning Commission approved upgrades to the monument signs to incorporate the four brands sold on the site; and

WHEREAS, on September 15, 2020, the Planning Commission approved Site Plan and Design Review (SPDR) 20-01 modifying the subject monument sign and was granted a six-month extension in August of 2021 until March 15, 2022, as a result of the construction of the Los Angeles County Sanitation District project being delayed. Since no additional extension requests were submitted and permits and construction for the project were not initiated, SPDR 20-01 was deemed expired; and

WHEREAS, in accordance with Signal Hill Municipal Code (SHMC) Chapter 20.52, entitled, "Site Plan and Design Review," and Chapter 20.47, entitled "SP – 4 Auto Center Specific Plan," and 20.58 entitled "Signs," the subject request is properly a matter for Planning Commission review and determination; and

WHEREAS, on December 20, 2024, a notice of a Planning Commission public hearing regarding the subject project was mailed to all property owners within a 100-foot radius, and on December 20, 2024, was posted in accordance with SHMC Section 1.08.010 and on December 20, 2024, was published in the Signal Tribune newspaper; and

WHEREAS, the subject project is Categorically Exempt pursuant to Article 19, Section 15301 Class 1(e) for Existing Facilities of the Guidelines for Implementation of the California Environmental Quality Act (CEQA), in that it involves negligible or no expansion of an existing use; and

WHEREAS, the Planning Commission held a public hearing on January 21,

2025 and all interested parties were given an opportunity to be heard regarding the request.

NOW, THEREFORE, BE IT RESOLVED that the Planning Commission of the City of Signal Hill does hereby find as follows:

Section 1. The proposed project, subject to the attached conditions, is in conformance with the General Plan, Zoning Ordinance, and other ordinances and regulations of the City as follows:

LAND USE ELEMENT GOAL 1 – Manage growth to achieve a well-balanced land use pattern that accommodates existing and future needs for housing, commercial, and industrial land, open space, and community facilities and services, while maintaining a healthy, diversified economy adequate to provide future City revenues.

Land Use Policy 3.12 – Encourage and promote high-quality design and physical appearance in all development projects compatible and sensitive to the City’s natural resources and municipal services.

Finding regarding Land Use Policy 3.12 – The proposed modification to the existing sign program is consistent with the high quality and design standards for the number, location, size, and material of signs found in the Signal Hill Auto Center.

Land Use Policy 3.13 – Reinforce Signal Hill’s image and community identity within the greater Long Beach Metropolitan area.

Finding regarding Land Use Policy 3.13 – The proposed modification to the existing sign program is consistent with the Signal Hill Auto Center design standards, which promotes the Auto Center as a unique commercial development within the City of Signal Hill.

Section 2. The proposed project is consistent with the Signal Hill Municipal Code and specifically Section 20.58.040, “Required Findings” for sign programs, as follows:

- A. All signage is consistent with the provisions of Chapter 20.52, Site Plan and Design Review and the provisions of this chapter.
- B. All signage is consistent and compatible with the visual image and architectural design of the overall project it is intended to serve.
- C. Sign scale is in proportion with other aspects of the given development as well as surrounding development.

- D. Signage does not conflict with or interfere visually with other signage on-site, and to the extent feasible, signage off-site.
- E. All signage materials have been selected for durability, wear characteristics, ease of maintenance and initial beauty.

NOW, THEREFORE, BE IT FURTHER RESOLVED that the Planning Commission of the City of Signal Hill, California, does hereby approve the request subject to the Conditions of Approval attached hereto as Exhibit A.

PASSED, APPROVED AND ADOPTED at a regular meeting of the Planning Commission of the City of Signal Hill, California, on this 21st day of January 2025.

SONIA SAVOULIAN
CHAIR

ATTEST:

COLLEEN T. DOAN
COMMISSION SECRETARY

STATE OF CALIFORNIA)
COUNTY OF LOS ANGELES) ss.
CITY OF SIGNAL HILL)

I, COLLEEN T. DOAN, Secretary for the Planning Commission of the City of Signal Hill, California, do hereby certify that Resolution No.XXX-01-21 was adopted at a regular meeting of the Planning Commission of the City of Signal Hill on the 21st day of January, 2025 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

COLLEEN T. DOAN
COMMISSION SECRETARY

Recommended Conditions of Approval

PROJECT: **Sign Modification – Glenn E. Thomas Dodge, Chrysler, Jeep, RAM**

LOCATION: **2100 East Spring Street**

APPLICANT: **Los Angeles County Sanitation District**

GENERAL CONDITIONS

1. The applicant/owner shall indemnify, protect, defend, and hold the City of Signal Hill (City), and/or any of its officials, officers, employees, agents, departments, agencies, and instrumentalities thereof, harmless from any and all claims, demands, lawsuits, writs of mandamus, and other actions and proceedings (whether legal, equitable, declaratory, administrative or adjudicatory in nature), and alternative dispute resolution procedures (including, but not limited to arbitrations, mediations, and other such procedures), judgments, orders, and decisions (collectively “Actions”), brought against the City, and/or any of its officials, officers, employees, agents, departments, agencies, and instrumentalities thereof, that challenge, attack, or seek to modify, set aside, void, or annul, any action of, or any permit or approval issued by the City and/or any of its officials, officers, employees, agents, departments, agencies, and instrumentalities thereof (including actions approved by the voters of the City) for or concerning the project, whether such Actions are brought under the Ralph M. Brown Act, California Environmental Quality Act, the Planning and Zoning Law, the Subdivision Map Act, Community Redevelopment Law, Code of Civil Procedure Sections 1085 or 1094.5, or any other federal, state, or local constitution, statute, law, ordinance, charter, rule, regulation, or any decision of a court of competent jurisdiction. It is expressly agreed that the City shall have the right to approve, which approval will not be unreasonably withheld, the legal counsel providing the City’s defense, and that applicant/owner shall reimburse City for any costs and expenses directly and necessarily incurred by the City in the course of the defense. City shall promptly notify the applicant of any Action brought and City shall cooperate with applicant in the defense of the Action. This provision to indemnify shall survive the expiration, termination, suspension or revocation of this permit.

PLANNING DIVISION

2. The project shall substantially conform to the sign site plan on file with the Planning Department, as herein modified, or as modified by the Planning Commission. It shall be the responsibility of the developer, the architect and the contractor to develop the project consistent with the aforementioned plans. Any substantial modification to the approved site plan, as determined by the Community Development Director, shall be referred to the Planning Commission for review

and approval.

3. Prior to the issuance of a building permit, the following item shall be satisfactorily addressed by the applicant:
 - a. Include the height of the sign from the ground to the “RAM” sign face.
4. Submit working drawings for plan check and obtain required planning and building permits for proposed modifications.
5. Any damage or removal of landscaping shall be replaced prior to final sign-off of the permit.
6. Construction of the improvements set forth in the approved site plan shall commence within one year from the date permit-ready plans are signed by the Director of Community Development in accordance with Section 20.52.060 of the Signal Hill Municipal Code (SHMC).

PUBLIC WORKS

7. Parking on both sides of the driveway along Jones Place shall be restricted per the California Manual on Uniform Traffic Control Devices (MUTCD).
8. Refreshing the red curb paint along Spring Street and Jones Place shall be required.

End of Conditions.