



CITY of LAGUNA NIGUEL

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CITY COUNCIL

Joe Brown

Gary Capata

Paul G. Glaab

Linda Lindholm

Robert Ming

June 1, 2012

Honorable Mayor Frank Ury and Council Members
City of Mission Viejo
200 Civic Center
Mission Viejo, CA 92691

RE: INITIATION OF SIGN CODE AMENDMENT TO ESTABLISH AN OFF-SITE ADVERTISING SIGN DISTRICT AND THE PROPOSED KALEIDOSCOPE SIGN PROGRAM

Dear Mayor Ury and Council Members,

On May 31, 2012, the Laguna Niguel City Council held a special meeting to discuss the proposed initiation of a Code Amendment to establish an Off-Site Advertising Sign District and Sign Program for the Kaleidoscope Center that will be discussed at your June 4, 2012 City Council meeting. As a result of that meeting, the Laguna Niguel City Council requested that I transmit this correspondence expressing their initial concerns regarding the proposed Sign Program.

The City of Mission Viejo and Laguna Niguel have worked cooperatively over the years to share services, pursue joint projects, and to maintain and improve the quality and character of our communities. We respect the ability and authority of the City of Mission Viejo to make appropriate planning and land use decisions within your jurisdiction. However, we believe that this proposal will negatively affect and detract from the visual quality of our beautiful South Orange County neighborhood and business areas.

The proposed Kaleidoscope Sign Program will significantly change the visual character of the I-5 corridor. The introduction of multiple large electronic display ad signs for tenants and off-site businesses is unprecedented in South Orange County. The proposal is truly out of character for our beautiful planned communities which have been free from traditional billboards and this new form of advertising.

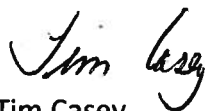
Our City Council is also concerned that the proposed electronic displays may affect driver and traffic safety on the I-5 and have light and glare impacts on existing and future Laguna Niguel residents.

Such electronic off-site advertising is also likely to lead to requests from other businesses in Laguna Niguel and surrounding communities for similar signs along the I-5 corridor. The proliferation of such signs would detract from the visual qualities of all of our communities.

Honorable Mayor Frank Ury and Council Members
Off-Site Advertising Sign District and Kaleidoscope Sign Program
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Thank you for the opportunity to share our initial concerns at this early stage in your deliberations.

Sincerely,

A handwritten signature in black ink that reads "Tim Casey". The signature is written in a cursive style with a large, stylized "T" and "C".

Tim Casey
City Manager

Cc: Laguna Niguel City Council
Terry Dixon, City Attorney
Daniel Fox, Community Development Director
Dennis Wilberg, Mission Viejo City Manager
Chuck Wilson, Mission Viejo Community Development Director
Colby Durnin, Sentinel Development
Roger Faubel, Faubel Public Affairs