



# CITY OF COSTA MESA

CALIFORNIA 92628-1200

P.O. BOX 1200

FROM THE OFFICE OF MAYOR

STEPHEN M. MENSINGER

January 22, 2015

The Honorable Mayor Steve Nagel  
City of Fountain Valley  
10200 Slater Avenue  
Fountain Valley, CA 92708

RE: ELECTRONIC MESSAGE CENTER SIGN PROPOSAL

Dear Mayor Nagel,

As the Mayor of the City of Costa Mesa, I would like to express my appreciation to the City of Fountain Valley for its long history of being a dynamic community and a good neighbor. Fountain Valley is a highly desirable community to live, work and play and has been recognized as "A Nice Place to Live" in Orange County. In fact, your residents have adopted this motto largely due to the sound land use policies enacted by the City Council. Your decisions have created quality residential communities, outstanding parks and recreational spaces, and thriving businesses. I greatly appreciate our longstanding relationship with the fine leadership of the City of Fountain Valley. I respect that you are looking out for the best interests of your city as decision makers. With regard to the proposed 79-foot high Clear Channel Outdoor EMS sign at 10955 Ellis Avenue, I am confident that you will give fair consideration to the concerns expressed by the Costa Mesa staff and residents.

In a letter to your City Manager dated November 13, 2014, our staff indicated that the proposed sign would have direct visual impacts to Costa Mesa residents. Costa Mesa has diligently worked with our local property owners to avoid impacts from light/glare to the fullest extent possible, while allowing businesses to have appropriately scaled electronic advertising to meet their need for commercial visibility.

For example, Costa Mesa's only freeway visible EMS signage at SOCO is restricted to a 31-foot maximum height from grade. The proposed electronic sign at Metro Pointe is limited to a 23-foot maximum height. There has been a great deal of time devoted to working with impacted residents to reduce visibility and glare issues prior to approving these proposals. We would hope that you would direct your staff to do the same with impacted residents in both our cities.

Thank you in advance for considering our concerns. Gary Armstrong, Development Services Director, is prepared to work closely with you and provide any informational resources related to the adverse impacts of exceptionally large electronic signs on residential communities. Again, we appreciate the opportunity to comment on your proposed project and look forward to a bright future for both our cities.

Sincerely,

Stephen M. Mensinger  
Mayor

cc: Fountain Valley City Council  
Costa Mesa City Council  
Costa Mesa CEO  
Costa Mesa Economic and Development Services Director/Deputy CEO

77 FAIR DRIVE

PHONE: (714) 754-5285 • [www.costamesaca.gov](http://www.costamesaca.gov) • FAX: (714) 754-5330