



**AGENDA**  
**CITY COUNCIL OF THE CITY OF MORENO VALLEY**  
**MORENO VALLEY COMMUNITY SERVICES DISTRICT**  
**CITY AS SUCCESSOR AGENCY FOR THE**  
**COMMUNITY REDEVELOPMENT AGENCY OF**  
**THE CITY OF MORENO VALLEY**  
**MORENO VALLEY HOUSING AUTHORITY**

**February 9, 2016**

**STUDY SESSION – 6:00 PM**

**City Council Study Sessions**

Second Tuesday of each month – 6:00 p.m.

**City Council Meetings**

Special Presentations – 5:30 P.M.

First & Third Tuesday of each month – 6:00 p.m.

**City Council Closed Session**

*Will be scheduled as needed at 4:30 p.m.*

City Hall Council Chamber – 14177 Frederick Street

*Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities, in compliance with the Americans with Disabilities Act of 1990. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should direct such request to Guy Pegan, ADA Coordinator, at 951.413.3120 at least 72 hours before the meeting. The 72-hour notification will enable the City to make reasonable arrangements to ensure accessibility to this meeting.*

Dr. Yxstian A. Gutierrez, Mayor

Jeffrey J. Giba, Mayor Pro Tem  
Jesse L. Molina, Council Member

George E. Price, Council Member  
D. LaDonna Jempson, Council Member

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**\*THE CITY COUNCIL RECEIVES A SEPARATE STIPEND FOR CSD  
MEETINGS\***

**STUDY SESSION – 6:00 PM  
FEBRUARY 9, 2016**

**CALL TO ORDER**

**PLEDGE OF ALLEGIANCE**

**INVOCATION**

Pastor Barry Knight, Celebration Worship Center C.O.G.I.C

**ROLL CALL**

**INTRODUCTIONS**

**PUBLIC COMMENTS ON MATTERS EITHER ON THE AGENDA OR NOT ON THE  
AGENDA UNDER THE JURISDICTION OF THE CITY COUNCIL**

There is a three-minute time limit per person. Please complete and submit a BLUE speaker slip to the City Clerk. All remarks and questions shall be addressed to the presiding officer or to the City Council.

**A. SPECIAL ORDER OF BUSINESS**

- A.1. HERO/PACE PROGRAM (POWERPOINT) (Report of: Financial & Management Services)
  
- A.2. IMPACTS AND CHALLENGES TO STAGE 4C OF EMWD'S WATER SHORTAGE CONTINGENCY PLAN (POWERPOINT) (Report of: Public Works)
  
- A.3. SIGN ORDINANCE: BUSINESS SIGNAGE AND TEMPORARY SIGNS (POWERPOINT) (Report of: Community Development)
  
- A.4. CITY COUNCIL REQUESTS AND COMMUNICATIONS

**(ITEMS MAY BE DEFERRED BY COUNCIL IF TIME DOES NOT PERMIT FULL REVIEW.)**

**PUBLIC INSPECTION**

The contents of the agenda packet are available for public inspection on the City's website at [www.moval.org](http://www.moval.org) and in the City Clerk's office at 14177 Frederick Street during normal business hours.

Any written information related to an open session agenda item that is known by the City to have been distributed to all or a majority of the City Council less than 72 hours prior to this meeting will be made available for public inspection on the City's website at [www.moval.org](http://www.moval.org) and in the City Clerk's office at 14177 Frederick Street during normal business hours.

**ADJOURNMENT**

## **CERTIFICATION**

I, Jane Halstead, City Clerk of the City of Moreno Valley, California, certify that 72 hours prior to this Study Session, the City Council Agenda was posted on the City's website at: [www.moval.org](http://www.moval.org) and in the following three public places pursuant to City of Moreno Valley Resolution No. 2007-40:

City Hall, City of Moreno Valley  
14177 Frederick Street

Moreno Valley Library  
25480 Alessandro Boulevard

Moreno Valley Senior/Community Center  
25075 Fir Avenue

Jane Halstead, CMC,  
City Clerk

Date Posted:



City of Moreno Valley  
February 9, 2016



Attachment: HERO Presentation for Moreno Valley February 2016 (1893 : HERO/PACE PROGRAM)

## The HERO Program: Background

- HERO is a residential and commercial Property Assessed Clean Energy (PACE) Program
- Authorized by state law (AB 811 and AB 474)
- Allows jurisdictions to offer financing to property owners for the purchase and installation of energy efficiency, renewable energy, and water conservation improvements
- Financing to property owners is repaid over time through voluntary annual assessments on the property tax bill
- Launched in Moreno Valley in 2011



# Moreno Valley, CA

01/01/2011 - 02/01/2016  
Report Range

## Lifetime Impact

**2,224**  
Projects  
Completed

**323**  
Jobs  
Created

**\$38,066,117**  
Funded Projects

**\$65,927,012**  
Economic Stimulus

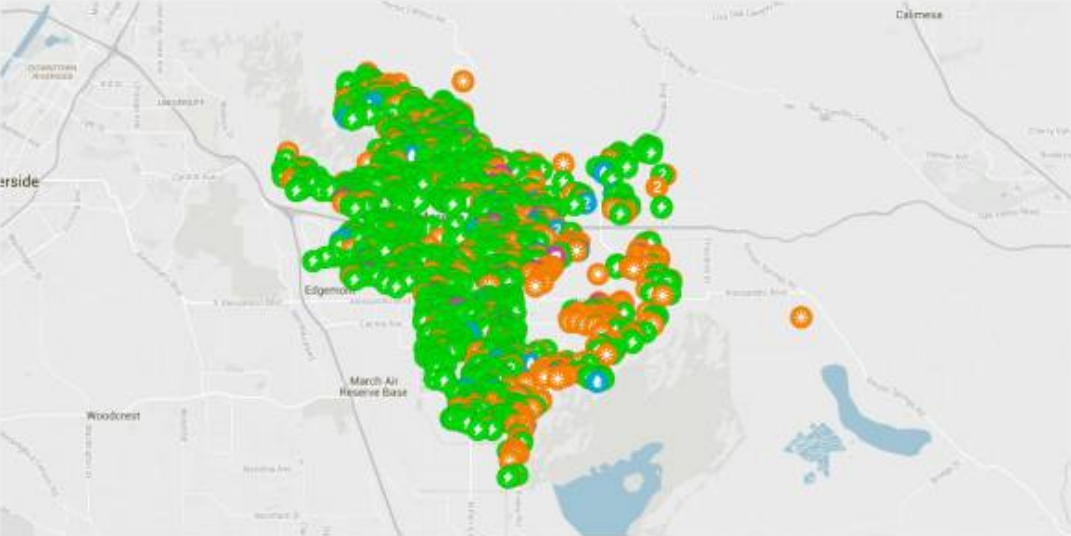
**285,474,348 kWh**  
Energy Saved

**61,454,975 gal**  
Water Saved

**76,598 tons**  
Emission Reduced

Learn more about what these numbers represent at  
<https://www.herogov.com/faq>

**12/14/2011** HERO Launch Date  
**45,540** Housing Count



Type	Improvements *	Bill Savings
Energy	2,947	\$33,743,868
Solar	986	\$38,054,240
Water	82	\$557,376

Improvements for multi-type projects are included in the counts above.  
\* A single project can contain multiple improvements (e.g. Solar and HVAC).

Attachment: HERO Presentation for Moreno Valley February 2016 (1893 : HERO/PACE PROGRAM)

## Are there fees?

- One-time Administration Fee: 4.99% (Similar to closing costs)
- Annual Administrative Fee: \$35 Residential and \$430 Commercial
- Terms: 5, 10, 15, 20, 25 years
- Interest rates: 6.75%, 7.69%, 8.15%, and 8.35% - Residential
- 5.75%, 6.0%, 6.25%, and 6.5% - Commercial
- Minimum assessment amount: \$5,000
- Residential maximum is 15% of property value up to \$700k, 10% after
- Commercial maximum is 20% of property value
- No prepayment penalties for residential





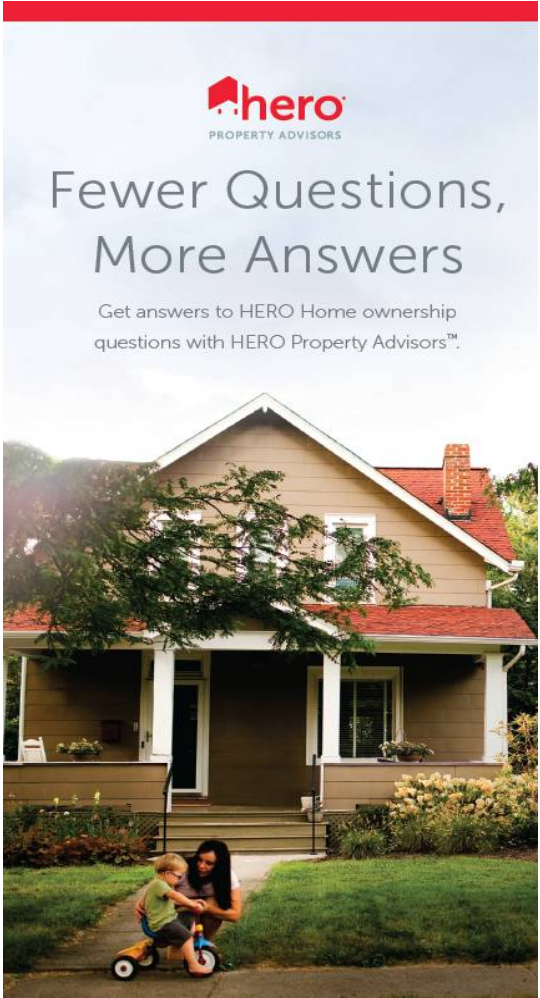
## Who qualifies to participate?

- Property owners may be individuals, associations, business entities, cooperatives, non-profits
- Bottom line: Any qualifying owner paying property taxes
  - have clear title to property
  - be current on property taxes
  - be current on mortgage payments
  - have some equity in the property
  - no bankruptcies
  - lender consent (commercial only)



# HERO Property Advisors

- 855-CAL-HERO
  - Dedicated staff
    - Comprised of realtors, brokers, title/escrow agents
- Assist before, during, and after:
  - Property transactions
  - Title document searches
  - Subordinations
  - Payoffs



# Questions ?

1

[www.heroprogram.com](http://www.heroprogram.com)

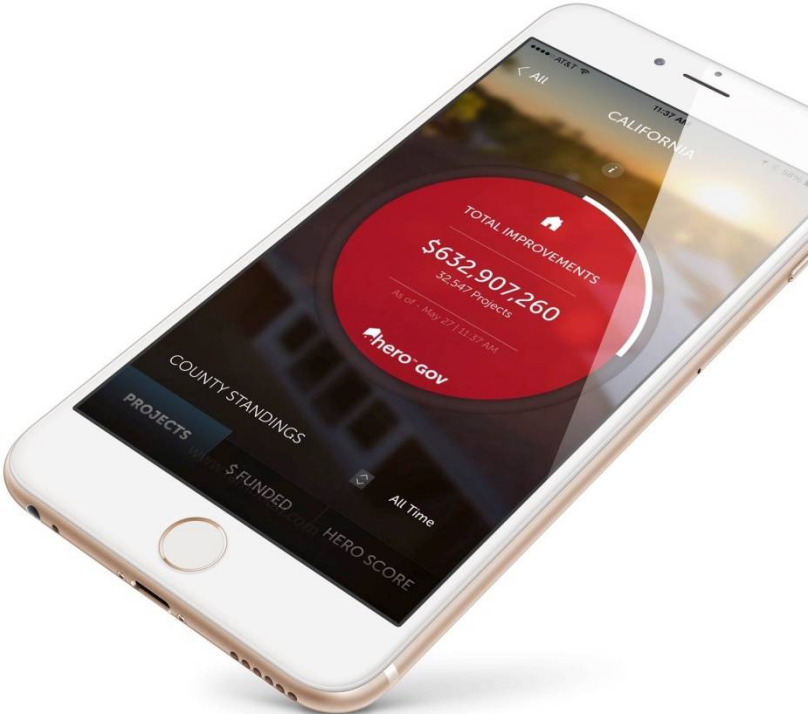
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Contact Information:

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Crystal Adams  
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(951) 955-8312 or e-mail [adams@wrcog.cog.ca.us](mailto:adams@wrcog.cog.ca.us)



# IMPACTS AND CHALLENGES STAGE 4C OF EMWD'S WATER SHORTAGE CONTINGENCY PLAN

February 9, 2016



# Water Conservation

- Municipal Code
  - Water conservation strategies
  - Drought tolerant plant material
  - Public and Private landscaping
- Use recycled water where available
- Centralized Irrigation Systems
  - City Standards – Condition of Development
  - 50% of Landscape Districts
  - 30% of Parks

# Water Conservation

- High efficiency water nozzles
- Drip irrigation
- Monitor irrigation schedules
- Irrigation Audits
  - Certified Irrigation Auditor on staff
- Low flow fixtures - new parks and remodeled restrooms

# Response to Drought

- Report a Broken Sprinkler - added to website
- Increase contract irrigation inspection services in landscape districts
- 36.7% - average monthly decrease of potable water use in landscape districts<sup>1</sup>
- 68.2% - average monthly decrease of Billing Unit Allowance in landscape districts<sup>2</sup>

<sup>1</sup> Month to Month Comparison, beginning January 2014

<sup>2</sup> Stage 4A (May 8, 2015) – 10% reduction

Stage 4B (September 16, 2015) – 30% reduction

Stage 4C (February 1, 2016) – 70% reduction



# Response to Drought

## Landscape Districts

- Turf Removal - replace 513,451 square feet of turf
- Rebate up to \$1,026,902 from Metropolitan Water District for turf conversion
- Irrigation turned off to remaining non-functional turf areas (potable water)





# Response to Drought

## Landscape Districts

- Public notification of City's efforts
- Upgrade Smart Controllers
  - (weather based real time)
- Closely monitor irrigation systems and usage
- Increase irrigation inspection and repair services



**DROUGHT TOLERANT  
LANDSCAPE RENOVATION  
IN PROGRESS**



CITY OF MORENO VALLEY

# Response to Drought

## Parks

- Reduced the operations of the Splash Pads located at Celebration and Mary Bethune Park
- Reduce water usage by 50% and work with EMWD to maintain functional turf areas
- Turn off irrigation on 225,625 sq.ft. non-functional turf areas (potable water)
- Explore options to extend recycled water to two or three additional parks
- Monitor irrigation schedules and maintain functionality irrigation systems

# Response to Drought

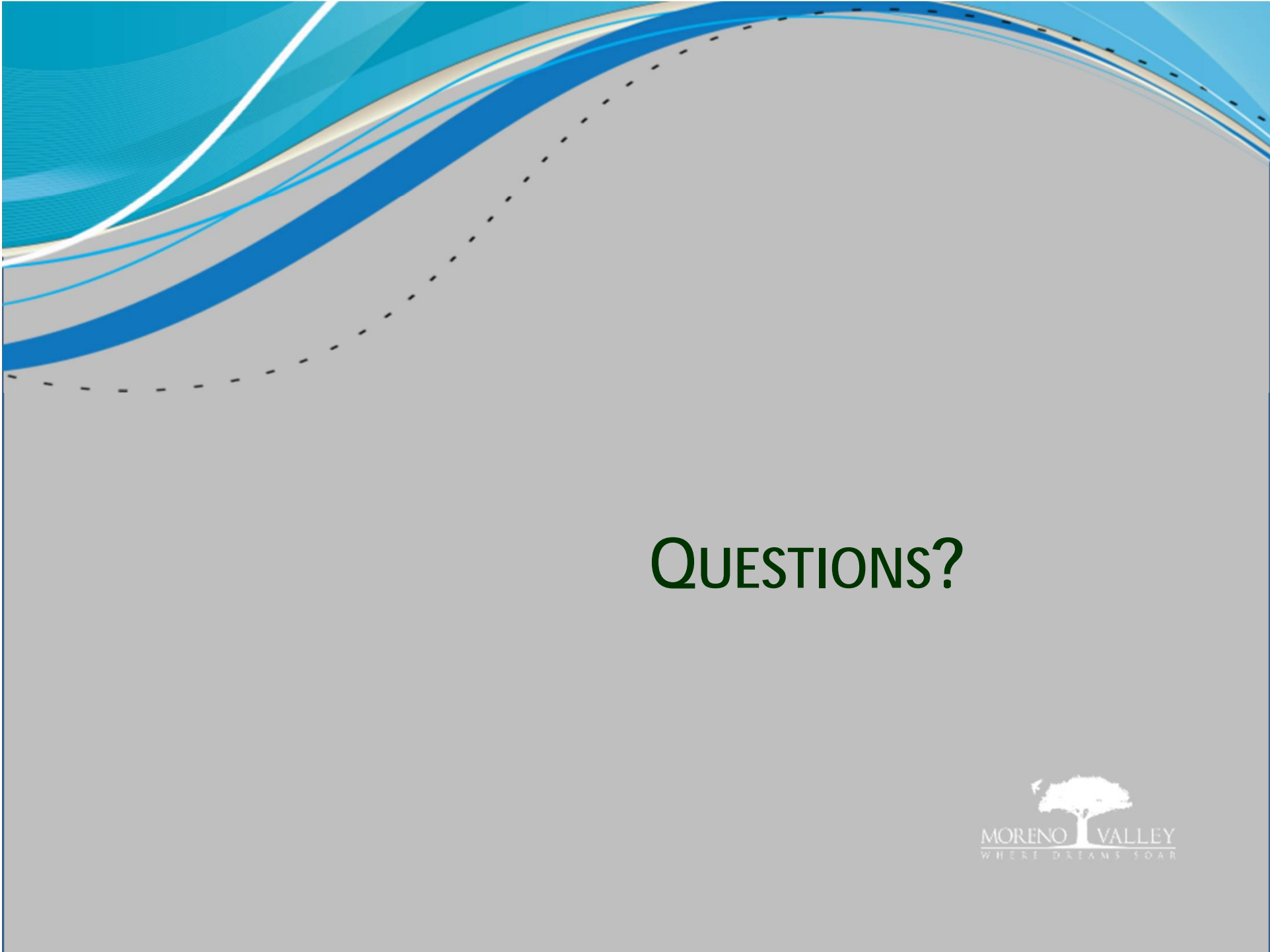
## City Facilities

- Irrigation for non-functional turf turned off (potable water)
- Evaluating plant material options for non-functional turf areas
- Water use for Rose Garden/landscaping at Veteran's Memorial being reviewed

# What to Expect

- Landscape of Community will change
  - Brown & gray – plant material
- Existing plant material will become distressed
- Loss of plant material
- Increase in Water Expenditures
  - Difficult to meet 70% reduction in warmer months
- Seek opportunities to reduce water usage
- Pursue grant/rebate opportunities to convert high water use plant material

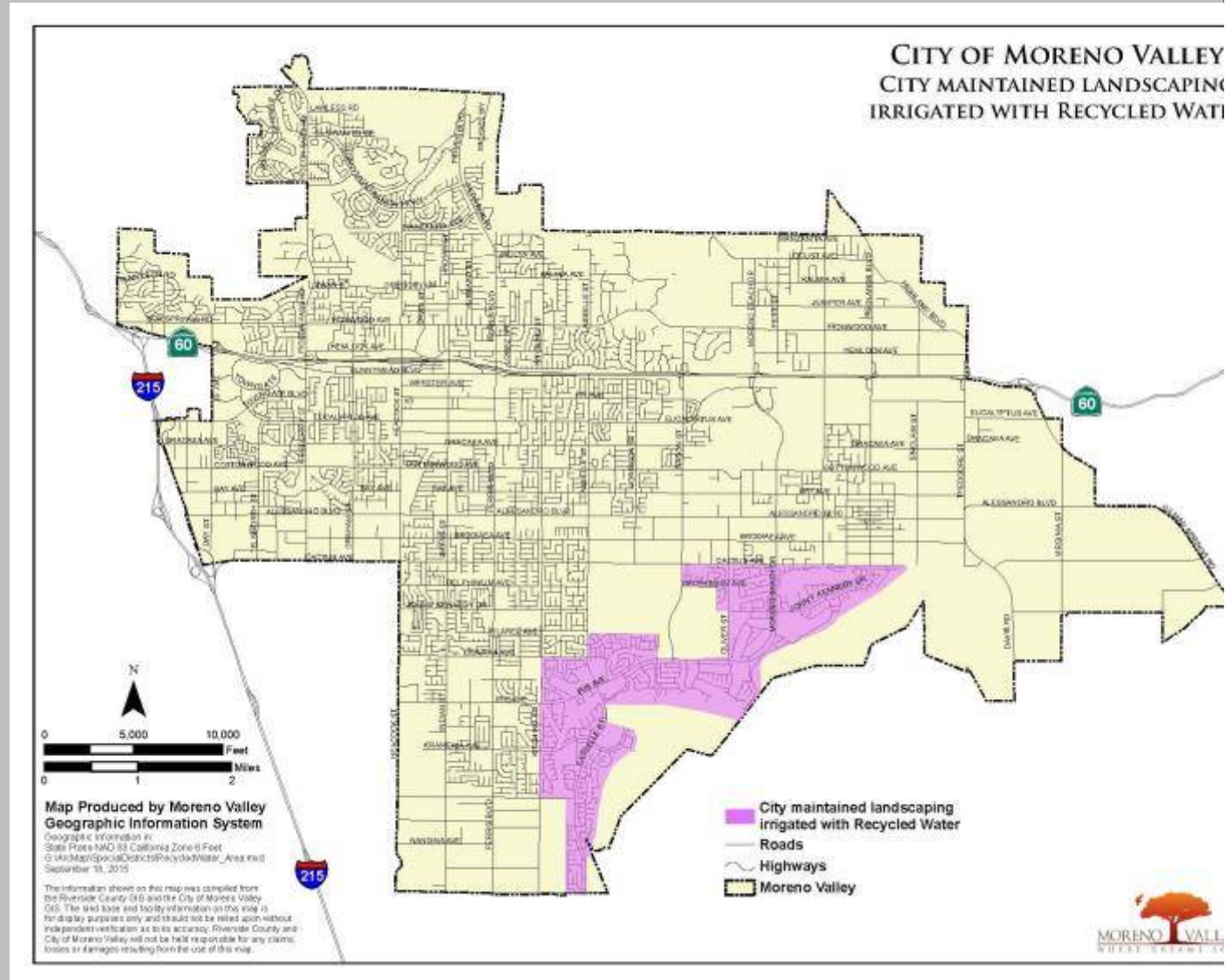




# QUESTIONS?



# Recycled Water



# Drought Tolerant Plants



Desert Carpet Acacia



Red Yucca



Blue Fescue



Deer Grass



Flax



Kangaroo Paw



# SIGN ORDINANCE REGULATIONS

CITY COUNCIL  
STUDY SESSION  
February 9, 2016





## General Plan Goals and Policies

### Objective 2.10

Ensure that all development within the City of Moreno Valley is of high quality, yields a pleasant living and working environment for existing and future residents, and attracts business as the result of consistent exemplary design.

### Policy 2.10.6

Buildings should be designed with a plan for adequate signage, signs should be highly compatible with the building and site design relative to size, color, material, and placement.



## History of Sign Code

- April 14, 1992: By Ordinance 359 sign regulations added to Municipal Code
- Sign regulations Amended twelve times since original adoption



## Sign Code Amendments

- 6/14/1994 Ord. 426 - Remove "Design Review Board" oversight
- 9/27/1994 Ord. 435 - Modified violation language for political signs
- 1/24/1995 Ord. 451 - Modified height/square footage regulations political signs
- 10/10/1995 Ord. 475 - Modified sign design standards, and approval authority of the Community Development Director
- 6/11/1996 Ord. 489 - Modified standards for sign area calculations, exempt, prohibited, and permitted signs, sign programs and outdoor advertising
- 11/10/1998 Ord. 545 - Modified billboard provisions and removal of outdoor advertising display overlay



### Sign Code Amendments (continued)

- 8/22/2000 Ord. 575 - Amendment of banner requirements
- 6/22/2002 Ord. 604 - Modified neighborhood identification and real estate sign
- 10/11/2005 Ord. 694 - Title changes to department and director
- 6/27/2006 Ord. 720 - Amended provisions for size and location of political signs
- 6/26/2012 Ord. 847 - Increased height and sign area for menu boards
- 
- 7/10/2012 Ord. 850 - Amended provisions for signs in the public right of way



## Objectives of Sign Regulations

(excerpted from Municipal Code Section 9.12.010)

- Aid in identification of land uses and facilities to provide public convenience
- Encourage signs that are attractive, discourage clutter and maintain a high quality visual image for the community
- Promote economic well-being of local businesses and the community
- Reduce traffic and safety hazards
- Ensure signs are consistent with General Plan goals, objectives, and policies
- Provide no more restrictions on speech than necessary



Sign Regulations in Moreno Valley - Temporary Signs

### Temporary Signs

- Temporary signs typically have a set lifespan or removal date
- Includes banners, flags/pennants, for lease signs, for rent signs, for sale signs, under construction signs and political/campaign signs



SIGN REGULATIONS

Sign Regulations in Moreno Valley - Temporary Signs

Additional Examples of Temporary Signs:



SIGN REGULATIONS

Sign Regulations in Moreno Valley - Permanent Signs

### Permanent Signs

Include:

- Freeway/pylon signs
- Monument signs
- Wall signs
- Under canopy signs



Freeway Pylon Sign



Monument Sign





Sign Regulations in Moreno Valley - Permanent Signs

Additional Examples of Permanent Signs:



Wall Sign



Under Canopy Sign



SIGN REGULATIONS

## Sample Regulatory Criteria

### Placement of Signs:

- Monument Signs shall be located away from telephone poles, utility boxes, transformers, streetlights or any other obstacle that might impair visibility.
- Temporary signs shall not be located in public rights-of-way, in streetside landscape areas or in required parking spaces.

### Manner or Design of Signs:

- Sign materials and design should harmonize with the building's architecture, incorporating similar details and colors.
- Monument Signs should be unique and avoid an overall rectangular shape incorporating architectural elements and themes of buildings being identified.



### Manner or Design of Signs (continued)

- Wall signs should be composed of either individual channel letters or reverse channel letters. No raceways shall be exposed. Can signs are discouraged.
- Master sign programs may be requested for large retail, office and industrial centers, specifying letter styles, sign colors, wall sign locations, ground sign locations, and types and sizes of other permitted signs.

### Sign Duration/Time:

- Signs for “Projects Under Construction” shall be removed within 10 calendar days of issuance of a certificate of occupancy.
- Special event signs shall not exceed thirty (30) days during any calendar year.
- A promotional advertising banner shall not be displayed in lieu of a permanent wall or canopy sign except during the first sixty (60) days of issuance of the certificate of occupancy for the business.



## Municipal Code Section 9.12.050 establishes standards for Prohibited Signs

### Some prohibited signs include:

- Roof signs extending above the eave or parapet line
- Any signs which revolve or rotate or that incorporate a reflective material
- Vehicle signs placed or attached to vehicles
- Portable signs, including A-frame signs
- Off-site signs
- Signs within the public right-of way
- Signs which imitate traffic warning devices
- Signs which permit beams of light at any portion of the right-of-way
- Signs attached to trees and shrubs
- Signs painted on roofs, fences or walls





POLITICAL/CAMPAIGN SIGNS



## THE LAW REGARDING POLITICAL SIGNS

- May impose a total ban on the posting of all signs (including political signs) on public property
- Less than a total ban is more legally complicated



## THE LAW REGARDING POLITICAL SIGNS

- May not limit the number of signs erected in support of or opposition to a candidate or issue

< 3

Less Than Three



## THE LAW REGARDING POLITICAL SIGNS

- May regulate the size of signs as long as size limits do not infringe on the ability to effectively exercise free speech or allow other noncommercial signs to be larger





### THE LAW REGARDING POLITICAL SIGNS

- May prohibit signs from being posted 90 days in advance of an election
- May require political signs to be removed 10 days before the applicable election and summarily remove them without notice



## THE LAW REGARDING POLITICAL SIGNS

May not summarily (without notice) remove political signs prior to the applicable election unless the offending sign poses and an immediate public health or safety treat.



Generally, cities must give notice to the candidate and/or sign owner and provide a reasonable opportunity to respond before the City removes the offending sign.



## Municipal Code Section 9.12.040 establishes standards for Political/Campaign Signs

### Key provisions include:

- Political signs are temporary signs that shall not be erected or placed more than ninety (90) days prior to the scheduled election to which it pertains
- Signs shall be removed within ten (10) days after the scheduled election
- Signs shall not exceed thirty two (32) square feet
- No sign shall exceed six (6) feet in height
- No more than two (2) signs shall be placed on a property
- No sign shall be artificially lighted
- No sign shall be erected on private property without owner's consent
- No sign shall be erected on any publically owned building, structure, tree or shrub or right-of-way used for traffic or parking
- Any temporary political sign in violation shall be removed by the City five (5) days after notice of violation is given





SIGN REGULATIONS – QUESTIONS AND COMMENTS

Thank you

