

AN ORDINANCE OF THE CITY OF CHULA VISTA AMENDING SECTIONS 33.501, 33.502, 33.503, 33.504, 33.505, 33.506, 33.507, 33.508, 33.509, 33.510, 33.511, 33.512, 33.513, 33.514, 33.950 and 33.1401 OF CHAPTER 33 OF THE CHULA VISTA CITY CODE ALL RELATING TO THE REGULATION OF SIGNS IN ALL ZONES IN THE CITY OF CHULA VISTA

The City Council of the City of Chula Vista does ordain as follows:


SECTION I: That Sections 33.501, 33.502, 33.503, 33.504, 33.505, 33.506, 33.507, 33.508, 33.509, 33.510, 33.511, 33.512, 33.513, 33.514, 33.950 and 33.1401 of Chapter 33 of the Chula Vista City Code be, and the same are hereby amended to read as follows:


See Attached Revised Sign Ordinance marked Exhibit A as recommended by the City Planning Commission on July 17, 1974, and as amended by the City Council on Tuesday, September 17, 1974.

SECTION II: This ordinance shall take effect and be in full force on the thirty-first day from and after its adoption.

Presented by

Approved as to form by


D. J. Peterson, Director of Planning


George D. Lindberg, City Attorney

ADOPTED AND APPROVED by the CITY COUNCIL of the CITY OF CHULA VISTA, CALIFORNIA, this 5th day of November, 1974, by the following vote, to-wit:

AYES: Councilmen Scott, Hobel, Hamilton, Hyde, Edahl
NAYES: Councilmen None
ABSENT: Councilmen None


Mayor of the City of Chula Vista

ATTEST 
City Clerk

STATE OF CALIFORNIA)
COUNTY OF SAN DIEGO) ss.
CITY OF CHULA VISTA)

I, _____, City Clerk of the City of Chula Vista, California, DO HEREBY CERTIFY that the above is a full, true and correct copy of Ordinance No. _____, and that the same has not been amended or repealed. DATED _____.

City Clerk

*Correct
Copy*

REVISED SIGN ORDINANCE
RECOMMENDED BY THE CITY PLANNING COMMISSION
ON JULY 17, 1974

22-

REVISION TO SIGN PROVISIONS IN ALL ZONES

Sec. 33.501 A Agricultural Zone

E. *Signs.* See Section 33.950 B and C for permit requirement and approval procedure.

1. *Types of Signs Allowed.* Residential (wall or freestanding) subject to the following:

(a) Wall - Maximum area - one and one-half ($1\frac{1}{2}$) square feet, or

(b) Freestanding - Maximum area - one and one-half ($1\frac{1}{2}$) square feet; maximum height - six feet (6'). The sign shall maintain a ten foot (10') front setback.

2. *Other Signs.* See Section 33.950 ^GF for public and quasi-public (par. 5); directional (par. 8); warning and instructional (par. 9); real estate (par. 12); residential identification (par. 13); unclassified uses (par. 14); and business (par. 17).

3. *Other Regulations.* All signs are subject to the regulations of Section 33.950 D and to the standards of Section 33.950 E.

4. *Non-Conforming Signs.* See Section 33.950 D par. 4.

Sec. 33.502 R-E - Residential Estates Zone

C. *Accessory Uses.*

5. Temporary tract offices and tract signs subject to the provisions of Section 33.901 B par. 32 and Section 33.950 ^GF par. 21.

E. *Signs.* See Section 33.501 E for sign provisions.

Sec. 33.503 R-1 Single Family Residence Zone

C. *Accessory Uses.*

5. Temporary tract offices and tract signs subject to the provisions of Section 33.901 B par. 32 and Section 33.950 ^GF par. 21.

Sec. 33.503

E. *Signs.* See Section 33.501 E for sign provisions.

Sec. 33.504

R-2 One and Two Family Residence Zone

C. *Accessory Uses.*

3. Temporary tract offices and tract signs subject to the provisions of Section 33.901 B par. 32 and Section 33.950 ^G par. 21.

E. *Signs.* See Section 33.501 E for sign provisions.

Sec. 33.505

R-3 Apartment Residential Zone

C. *Accessory Uses.*

4. Temporary tract offices and tract signs subject to the provisions of Section 33.901 B par. 32 and Section 33.950 ^G par. 21.

E. *Signs.* See Section 33.950 B and C for permit requirement and approval procedure.

i. *Types of Signs Allowed.* Residential (wall, freestanding or ground), Manager's, and Vacancy sign subject to the following conditions.

(a) *Wall.* One wall sign for each street frontage. A maximum of fifteen (15) square feet of sign area for buildings with a width of thirty feet (30') or less. Buildings over thirty feet (30') in width shall be allowed an additional one (1) square foot for each foot over thirty feet (30') to a maximum of thirty (30) square feet. In cases of more than one building on the property, the area of the sign shall be based on the lineal frontage of the building on which it is placed. Only the name and address may be placed on the building.

(b) *Freestanding.* One freestanding sign may be used in lieu of one wall sign. Through lots will be allowed an additional freestanding sign if the frontage is used for access. Only the name and address may be placed on the sign except the vacancy status and location of the manager's office may be placed on the sign if designed as part of the sign. Maximum

height - five feet (5'). Maximum sign area - twelve (12) square feet, except an additional two (2) square feet may be added for the vacancy status.

(c) *Manager's Sign.* A one and one-half (1 1/2) square foot sign designating the location of the manager's office may be placed on or near the main entrance to the units. Such sign may be attached to the dwelling or incorporated in the design of the freestanding sign. (Maximum square footage of the freestanding sign shall not be increased to accommodate said sign.

(d) *Vacancy Sign.* A separate freestanding vacancy sign, a maximum of three and one-half feet (3 1/2') in height and two (2) square feet in area, may be used if no other freestanding sign exists on the property; otherwise, it shall be placed on the building.

(e) *Screening Wall Sign.* One sign may be placed on a structure used for screening of parking in lieu of a wall or freestanding sign. Only the name and address may be placed on the structure. Maximum area - fifteen (15) square feet.

2. *Other Signs.* See Section 33.950 ^G F for public and quasi-public (par. 5); directional (par. 8); warning and instructional (par. 9); real estate (par. 12); unclassified uses (par. 14); and business (par. 17).

3. *Other Regulations.* Signs are subject to the regulations of Section 33.950 D and to the standards of Section 33.950 E.

4. *Non-Conforming Signs.* See Section 33.950 D, par. 4.

Sec. 33.506

C-0 Administrative and Professional Office Zone

E. *Signs.* See Section 33.950 B and C for permit requirement and approval procedure.

1. *Types of Signs Allowed.* Business (wall and/or marquee and either a freestanding or projecting sign) subject to the following:

(a) *Wall and/or Marquee.* Each business shall be allowed a combined sign area of twenty (20) square feet for each portion of the building facing a dedicated street or alley. Businesses facing a major or collector street shall be allowed an additional one (1) square foot for each two feet (2') of lineal building frontage over twenty feet (20') facing said street, but shall not exceed a total of fifty (50) square feet.

Each business shall also be allowed signs facing onsite parking areas for five (5) or more cars and walkways, a minimum of ten feet (10') in width. The signs shall be allowed one-half (1/2) square foot per lineal foot of building facing said area; maximum area - twenty (20) square feet per business.

(b) *Freestanding (Pole).* Each lot shall be allowed a freestanding sign with a maximum sign area of three (3) square feet, however, if more than one business is located on the lot or is located in a building designed for occupancy by more than one business, the area of the sign may be increased an additional three (3) square feet for each business displayed on the sign to a maximum area of twelve (12) square feet and four (4) tenant business signs. The sign shall not exceed eight feet (8') in height. A business or business complex located on a major or collector street shall be allowed a freestanding pole sign subject to the following:

- (1) Maximum height - Sixteen feet (16')
- (2) Maximum sign area - Thirty-two (32) square feet
- (3) Minimum ground clearance - Eight feet (8')
- (4) The sign shall not be permitted to project into the public right of way.

- (5) The sign shall maintain a ten foot (10') setback from all interior property lines.
- (6) Only one business or the name of the commercial complex may be displayed on the sign.

(c) *Ground (Monument)*. - A low profile ground sign may be used in place of a freestanding pole sign. The sign shall be subject to the following:

- (1) Maximum height - Four feet (4'). Businesses located on major major or collector streets - six feet (6').
- (2) Maximum sign area - Twelve (12) square feet. Businesses located on major or collector streets - Twenty-five (25) square feet.
- (3) The sign shall maintain a five foot (5') setback from all streets and ten feet (10') from all interior property lines.
- (4) The sign structure shall be designed to be architecturally compatible with the main building and constructed with the same or similar materials.

(d) *Projecting*. A projecting sign may be used in lieu of a freestanding (pole or ground) sign subject to the following:

- (1) The maximum projection from the face of the building shall be based on the clearance of the sign from the bottom of the sign to the ground as shown in the following table:

Ground Clearance	Maximum Projection	Maximum Diagonal Projection (corner lot)
8' or less	1' 0"	1' 0"
9'	1' 6"	1' 9"
10'	2' 0"	2' 4"
11'	2' 6"	3' 0"
12'	3' 0"	3' 6"
13'	3' 6"	4' 2"
14'	4' 0"	5' 0"

- (2) Projecting signs less than eight feet (8') from the ground shall not project closer than three feet (3') to any area used for vehicular circulation and six inches (6') to any area used for pedestrian circulation.
- (3) The sign shall not project above the roof, parapet or first story.
- (4) The maximum sign area for double-faced signs shall be twelve (12) square feet and twenty-four (24) square feet for spheres, cylinders, and multi-sided signs not including the top and bottom of the sign when no copy is applied to those surfaces.

2. *Other Signs.* See Section 33.950 ^G F for the following signs: Window (par. 1); canopy (par. 2); temporary construction (par. 3); temporary promotional (par. 4); public and quasi-public (par. 5); sign boards and buildings (par. 7); directional (par. 8); warning and instructional (par. 9); directory (par. 11); real estate (par. 12); unclassified uses (par. 14); signs on mansard roofs (par. 14); sign on pitched roofs (par. 16); business (par. 17); signs on architectural appendages (par. 18).

(a) *Signs on Screening Walls or Fences.* Signs denoting only the names of the occupants, principal business, or name of the commercial complex may be applied to a wall or fence used as screening of parking areas in lieu of a freestanding or projecting sign. Maximum sign area shall be three (3) square feet, except a business or complex located on a major or collector street shall be allowed an area of twenty-five (25) square feet.

3. *Other Regulations.* All signs are subject to the regulations of Section 33.950 D and the standards of Section 33.950 E.

4. *Nonconforming Signs.* See Section 33.950 D, par. 4.

Sec. 33.507

C-B Central Business Zone.

E. *Signs.* See Section 33.950 B and C for permit requirement and approval procedure.

1. *Types of Signs Allowed.* Business (wall and/or marquee and either a ground or projecting sign) subject to the following:

(a) *Wall and/or Marquee.* Each business shall be allowed a combined sign area of one (1) square foot per lineal foot of building frontage facing a dedicated street or alley, however, the sign area may be increased to a maximum of three (3) square feet per lineal foot of building frontage provided the sign does not exceed fifty percent (50%) of the background area on which the sign is applied as set forth in Section 33.950 F., par. 4.

Each business shall also be allowed signs facing onsite parking areas for five (5) cars or more and walkways ten feet (10') or more in width. Such signs may contain an area of one (1) square foot per lineal foot of building frontage facing said area, however, the area may be increased to two (2) square feet per lineal foot of building frontage provided the sign does not exceed fifty percent (50% of the background area on which the sign is applied, as set forth in Section 33.950 F, par. 4.

(b) *Ground (Monument).* Each lot or commercial complex shall be allowed a low profile ground sign subject to the following:

(1) Signs are restricted to those lots having a minimum frontage of one hundred feet (100') on a dedicated street. In the case of corner lots only one frontage shall be counted.

(2) Maximum height - Six feet (6').

(3) Maximum sign area - Twenty-five (25) square feet.

(4) The sign shall maintain a five foot (5') setback from all streets and ten feet (10') from all interior property lines.

(5) The sign structure shall be designed to be architecturally compatible with the main building and constructed with the same or similar materials.

(c) *Projecting.* Each business shall be allowed a projecting sign subject to the following:

(1) The maximum projection from the face of the building shall be based on the clearance of the sign from the bottom of the sign to the ground as shown in the following table:

Ground Clearance	Maximum Projection	Maximum 45° Diagonal Projection (corner lot)
8' or less	1' 0"	1' 0"
9'	1' 6"	1' 8"
10'	2' 0"	2' 4"
11'	2' 6"	3' 0"
12'	3' 0"	3' 8"
13'	3' 6"	4' 4"
14' or more	4' 0"	4' 0"

(2) Projecting signs less than eight feet (8') from the ground shall not project closer than three feet (3') to any area used for vehicular circulation and six inches (6") to any area used for pedestrian circulation.

(3) The sign shall not project above the roof, parapet or first story.

(4) The maximum sign area for double-faced signs shall be twelve (12) square feet and twenty-four (24) square feet for spheres, cylinders, and multi-sided signs not including the top and bottom of the sign when no copy is applied to those surfaces.

2. *Other Signs.* See Section 33.950 ^GF for the following signs: Window (par. 1); canopy (par. 2); temporary construction (par. 3); temporary promotional (par. 4); public and quasi-public (par. 5); sign boards and buildings (par. 7); directional (par. 8); warning and instructional (par. 9); service station price signs (par. 10); directory (par. 11); real estate (par. 12); unclassified uses (par. 14); signs on mansard roofs (par. 15); signs on pitches roof (par. 16); business (par. 17); signs on architectural appendages (par. 18); and theater marquee (par. 19).

(a) *Signs on Screening Walls or Fences.* In lieu of a ground sign or projecting sign, a sign may be applied to a wall or fence used for screening of parking areas. The sign shall be subject to the following:

(1) The sign may only denote the name of the principal business or the name of the commercial complex.

(2) Maximum sign area - Twenty-five (25) square feet.

3. *Other Regulations.* All signs are subject to the regulations of Section 33.950 D and the standards of Section 33.950 E.

4. *Nonconforming Signs.* See Section 33.950 D, par. 4.

Sec. 33.508

C-N Neighborhood Commercial Zone

D. *Signs.* See Sec. 33.950 B and C for permit requirement and approval procedure.

1. *Types of Signs Allowed.* Business (wall and/or marquee and freestanding sign) subject to the following:

(a) *Wall and/or Marquee.* Each business shall be allowed a combined sign area of one (1) square foot per lineal foot of building frontage facing a dedicated street or alley, however, the sign may be increased to a maximum of one and one-half ($1\frac{1}{2}$) square feet per lineal foot of building frontage provided the sign does not exceed fifty percent (50%) of the background area on which the sign is applied as set forth in Section 33.950 F, par. 4.

Each business shall be allowed signs facing onsite parking areas for five (5) cars or more and walkways ten feet (10') in width. Such signs may contain a sign area of one-half ($1/2$) square foot per lineal foot of building frontage. The maximum sign area shall not exceed twenty (20) square feet per business.

(b) *Freestanding (Pole).* A freestanding pole sign shall be subject to the following:

(1) Each lot, commercial complex, or building designed for occupancy by more than one business shall be allowed one freestanding pole sign.

(2) Signs are restricted to those lots having a minimum frontage of one hundred feet (100') on a dedicated street. In the case of corner lots only one frontage shall be counted.

(3) Maximum height - Twenty-five feet (25').

(4) Maximum sign area - One hundred (100) square feet.

(5) Minimum ground clearance - Eight feet (8').

(6) The sign may ~~project~~ maximum of five feet (5') into the public right of way.

(7) The sign shall maintain a ten foot (10') setback from all interior property lines.

(8) Freestanding pole signs less than eight feet (8') in height are restricted to a maximum sign area of twelve (12) square feet and shall maintain a minimum setback of five feet (5') from all streets.

(9) Only the name of the commercial complex and four (4) tenant signs, or a total of five (5) tenant signs, may be displayed on the sign. Where the pole sign is used to identify the name of the complex or the major tenant, the sign shall be designed to identify all proposed tenants up to the maximum number allowed herein. The minimum sign area allocated for each tenant shall be not less than ten (10) square feet.

(c) *Ground (Monument)*. A low profile ground sign may be used in lieu of a freestanding pole sign. The sign shall be subject to the following:

(1) Maximum height - Eight feet (8')

(2) Maximum sign area - Fifty (50) square feet.

(3) The sign shall maintain a minimum setback of five feet (5') from all streets and ten feet (10') from all interior property lines.

(4) The sign structure shall be designed to be architecturally compatible with the main building and constructed with the same or similar materials.

2. *Other Signs*. See Section 33.950 ^G for the following signs: Window (par. 1); canopy (par. 2); temporary construction (par. 3); temporary promotional (par. 4); public and quasi-public (par. 5); sign boards and buildings (par. 7); directional (par. 8); warning and instructional (par. 9); service station price signs (par. 10); directory (par. 11); real estate (par. 12); unclassified uses (par. 14); signs on mansard roofs (par. 15); sign on pitched roofs (par. 16); business (par. 17); signs on architectural appendages (par. 18); and theater marquee (par. 19).

(a) *Signs on Screening Walls or Fences.* In lieu of a freestanding sign, a sign may be applied to a wall or fence used for screening of parking areas. The sign shall be subject to the following:

(1) The sign may only denote the name of the principal business or the name of the commercial complex.

(2) Maximum sign area - Twenty-five (25) square feet.

3. *Other Regulations.* All signs are subject to the regulations of Section 33.950 D and the standards of Section 33.950 E.

4. *Nonconforming Signs.* See Section 33.950 D, par. 4.

Sec. 33.509

C-C Central Commercial Zone

D. *Signs.* See Section 33.950 B and C for permit requirement and approval procedure.

1. *Types of Signs Allowed.* Business (wall and/or marquee and a freestanding sign) subject to the following:

(a) *Wall and/or Marquee.* Each business shall be allowed a combined sign area of one (1) square foot per lineal foot of building frontage facing a dedicated street or alley, however, the sign area may be increased to a maximum of three (3) square feet per lineal foot of building frontage provided the sign does not exceed fifty percent (50%) of the background area on which the sign is applied, as set forth in Section 33.950 F, par. 4.

Each business shall also be allowed signs facing onsite parking areas for five (5) cars or more and walkways ten feet (10') or more in width. Such signs may contain an area of one (1) square foot per lineal foot of building frontage facing said area, however, the area may be increased to two (2) square feet per lineal foot of building frontage provided the sign does not exceed fifty percent (50%) of the background area on which the sign is applied, as set forth in Section 33.950 F, par. 4. The maximum

sign area shall not exceed one hundred (100) square feet.

(b) *Freestanding (Pole)*. Each lot shall be allowed one freestanding sign subject to the following:

(1) Signs are restricted to those lots having a minimum frontage of one hundred feet (100') on a dedicated street. In the case of corner lots or through lots only one frontage shall be counted.

(2) The sign may contain one (1) square foot of area for each lineal foot of street frontage but shall not exceed one hundred fifty (150) square feet. In the case of corner lots or through lots, only the frontage the sign is oriented to shall be counted toward the allowable sign area.

(3) Maximum height - Thirty-five feet (35').

(4) Minimum ground clearance - Eight feet (8').

(5) The sign may project a maximum of five feet (5') into the public right of way.

(6) The sign shall maintain a ten foot (10') setback from all interior property lines.

(7) Corner parcels containing five (5) acres or more shall be allowed one (1) freestanding sign on each street frontage on a major or collector street and shall be spaced at intervals of not less than five hundred feet (500') apart. Such signs shall not face the side of any adjoining lot in an R district.

(8) Only the name of the commercial complex and four (4) tenant signs, or a total of five (5) tenant signs, may be displayed on the sign. Where the pole sign is used to identify the name of the complex or the major tenant, the sign shall be designed to identify all proposed tenants up to the maximum number allowed herein. The minimum sign area allocated for each tenant shall be not less than ten (10) square feet.

(9) Freestanding pole signs less than eight feet (8') in height are restricted to a maximum sign area of fifteen (15) square feet and shall maintain a minimum setback of five feet (5') from all streets.

(c) *Ground (Monument)*. A low profile ground sign may be used in lieu of a freestanding pole sign. The sign shall be subject to the following:

- (1) Maximum height - Eight feet (8').
- (2) Maximum sign area - Fifty (50) square feet.
- (3) The sign shall maintain a minimum setback of five feet (5') from all streets and ten feet (10') from all interior property lines.
- (4) The sign structure shall be designed to be architecturally compatible with the main building and constructed with the same or similar materials.

2. *Other Signs*. See Section 33.950 ^G for the following signs: Window (par. 1); canopy (par. 2); temporary construction (par. 3); temporary promotional (par. 4); public and quasi-public (par. 5); sign boards and buildings (par. 7); directional (par. 8); warning and instructional (par. 9); service station price signs (par. 10); directory (par. 11); real estate (par. 12); unclassified uses (par. 14); signs on mansard roofs (par. 15); signs on pitched roof (par. 16); business (par. 17); signs on architectural appendages (par. 18); and theater marquee (par. 19).

(a) *Signs on Screening Walls or Fences*. In lieu of a freestanding sign, a sign may be applied to a wall or fence used for screening of parking areas. The sign shall be subject to the following:

- (1) The sign may only denote the name of the principal business or the name of the commercial complex.
- (2) Maximum sign area - Twenty-five (25) square feet.

3. *Other Regulations*. All signs are subject to the regulations of Section 33.950 D and the standards of Section 33.950 E.

4. *Nonconforming Signs*. See Section 33.950 D, par. 4.

Sec. 33.510

C-V Visitor Commercial Zone

D. *Signs.* See Section 33.950 B and C for permit requirement and approval procedure.

1. *Types of Signs Allowed.* Business (wall and/or marquee and a freestanding sign) subject to the following:

(a) *Wall and/or Marquee.* Each business shall be allowed a combined sign area of one (1) square foot per lineal foot of building frontage facing a dedicated street or alley, however, the sign area may be increased to a maximum of three (3) square feet per lineal foot of building frontage provided the sign does not exceed fifty percent (50%) of the background area on which the sign is applied, as set forth in Section 33.950 F, par. 4.

Each business shall also be allowed signs facing onsite parking areas for five (5) cars or more and walkways ten feet (10') or more in width. Such signs may contain an area of one (1) square foot per lineal foot of building frontage facing said area, however, the area may be increased to two (2) square feet per lineal foot of building frontage provided the sign does not exceed fifty percent (50%) of the background area on which the sign is applied, as set forth in Section 33.950 F, par. 4. The maximum sign area shall not exceed one hundred (100) square feet.

(b) *Freestanding (Pole).* Each lot shall be allowed one freestanding sign subject to the following:

(1) Signs are restricted to those lots having a minimum frontage of one hundred feet (100') on a dedicated street. In the case of corner lots or through lots only one frontage shall be counted.

Sec. 33.516

(2) The sign may contain one (1) square foot of area for each lineal foot of street frontage but shall not exceed one hundred fifty (150) square feet. In the case of corner lots or through lots, only the frontage the sign is oriented to shall be counted toward the allowable sign area.

(3) Maximum height - Thirty-five feet (35').

(4) Minimum ground clearance - Eight feet (8').

(5) The sign may project a maximum of five feet (5') into the public right of way.

(6) The sign shall maintain a ten foot (10') setback from all interior property lines.

(7) Corner parcels containing five (5) acres or more shall be allowed one (1) freestanding sign on each street frontage on a major or collector street and shall be spaced at intervals of not less than five hundred feet (500') apart. Such signs shall not face the side of any adjoining lot in an R district.

(8) Only the name of the commercial complex and four (4) tenant signs, or a total of five (5) tenant signs, may be displayed on the sign. Where the pole sign is used to identify the name of the complex or the major tenant, the sign shall be designed to identify all proposed tenants up to the maximum number allowed herein. The minimum area allocated for each tenant shall be not less than ten (10) square feet.

(9) Freestanding pole signs less than eight feet (8') in height are restricted to a maximum sign area of fifteen (15) square feet and shall maintain a minimum setback of five feet (5') from all streets.

(c) *Ground (Monument)*. A low profile ground sign may be used in lieu of a freestanding pole sign. The sign shall be subject to the following:

- (1) Maximum height - Eight feet (8').
- (2) Maximum sign area - Fifty (50) square feet.
- (3) The sign shall maintain a minimum setback of five feet (5') from all streets and ten feet (10') from all interior property lines.
- (4) The sign structure shall be designed to be architecturally compatible with the main building and constructed with the same or similar materials.

2. *Other Signs*. See Section 33.950 ^G for the following signs: Window (par. 1); canopy (par. 2); temporary construction (par. 3); temporary promotional (par. 4); public and quasi-public (par. 5); sign boards and buildings (par. 7); directional (par. 8); warning and instructional (par. 9); service station price signs (par. 10); directory (par. 11); real estate (par. 12); unclassified uses (par. 14); signs on mansard roofs (par. 15); signs on pitched roof (par. 16); business (par. 17); signs on architectural appendages (par. 18); and theater marquee (par. 19).

(a) *Signs on Screening Walls or Fences*. In lieu of a freestanding sign, a sign may be applied to a wall or fence used for screening of parking areas. The sign shall be subject to the following:

- (1) The sign may only denote the name of the principal business or the name of the commercial complex.
- (2) Maximum sign area - Twenty-five (25) square feet.

3. *Other Regulations*. All signs are subject to the regulations of Section 33.950 D and the standards of Section 33.950 E.

4. *Nonconforming Signs*. See Section 33.950 D, par. 4.

Sec. 33.511

C-T Thoroughfare Commercial Zone

D. *Signs.* See Section 33.950 B and C for permit requirement and approval procedure.

1. *Types of Signs Allowed.* Business (wall and/or marquee and either a freestanding or projecting sign) subject to the following:

(a) *Wall and/or Marquee.* Each business shall be allowed a combined sign area of one (1) square foot per lineal foot of building frontage facing a dedicated street or alley, however, the sign area may be increased to a maximum of three (3) square feet per lineal foot of building frontage provided the sign does not exceed fifty percent (50%) of the background area on which the sign is applied as set forth in Section 33.950 F, par. 4.

Each business shall also be allowed signs facing onsite parking areas for five (5) cars or more and walkways ten feet (10') or more in width. Such signs may contain an area of one (1) square foot per lineal foot of building frontage facing said area, however, the area may be increased to two (2) square feet per lineal foot of building frontage provided the sign does not exceed fifty percent (50%) of the background area on which the sign is applied as set forth in Section 33.950 F, par. 4. The maximum sign area shall not exceed one hundred (100) square feet.

(b) *Freestanding (Pole).* Each lot shall be allowed one freestanding sign subject to the following:

(1) Signs are restricted to those lots having a minimum frontage of fifty feet (50') on a dedicated street. In the case of corner lots only one frontage shall be counted.

(2) The sign may contain one (1) square foot of area for each lineal foot of street frontage but shall not exceed one hundred fifty (150) square feet. In the case of corner lots or through lots, only the frontage the sign is oriented to shall be counted toward the

allowable sign area.

(3) Maximum height - Thirty-five feet (35').

(4) Minimum ground clearance - Eight feet (8').

(5) The sign may project a maximum of five feet (5') into the public right of way.

(6) The sign shall maintain a ten foot (10') setback from all interior property lines.

(7) Corner parcels containing five (5) acres or more shall be allowed one (1) freestanding sign on each street frontage on a major or collector street and shall be spaced at intervals of not less than five hundred feet (500') apart. Such signs shall not face the side of any adjoint lot in the R district.

(8) Only the name of the commercial complex and four (4) tenant signs, or a total of five (5) tenant signs, may be displayed on the sign. Where the pole sign is used to identify the name of the complex or the major tenant, the sign shall be designed to identify all proposed tenants up to the maximum number allowed herein. The minimum sign area allocated for each tenant shall be not less than ten (10) square feet.

(9) Freestanding pole signs less than eight feet (8') in height are restricted to a maximum sign area of fifteen (15) square feet and shall maintain a minimum setback of five feet (5') from all streets.

(c) *Ground (Monument)*. A low profile ground sign may be used in lieu of a freestanding pole sign. The sign shall be subject to the following:

(1) Maximum height - Eight feet (8').

(2) Maximum sign area - Fifty (50) square feet.

(3) The sign shall maintain a minimum setback of five feet (5') from all streets and ten feet (10') from all interior property lines.

(4) The sign structure shall be designed to be architecturally compatible with the main building and constructed with the same or similar materials.

(d) *Projecting.* A projecting sign may be used in place of freestanding (pole or ground) sign subject to the following:

(1) The maximum projection from the face of the building shall be based on the clearance of the sign from the bottom of the sign to the ground as shown in the following table:

Ground Clearance	Maximum Projection	Maximum Diagonal (45°) Projection (corner lot)
8' or less	1' 0"	1' 0"
9'	1' 6"	1' 8"
10'	2' 0"	2' 4"
11'	2' 6"	3' 0"
12'	3' 0"	3' 8"
13'	3' 6"	4' 4"
13'	4' 0"	5' 0"
15'	4' 6"	5' 8"
16' or more	5' 0"	6' 4"

(2) Projecting signs less than eight feet (8') from the ground shall not project closer than three feet (3') to any area used for vehicular circulation and six inches (6") to any area used for pedestrian circulation.

(3) The sign shall not project above the roof, parapet, or first story.

(4) The maximum sign area shall be sixty (60) square feet for spheres, cylinders and multi-sided signs, not including the top and bottom of the sign where no copy is applied to those surfaces.

(e) *Rooftop.* Each lot shall be allowed a rooftop sign in lieu of a freestanding or projecting sign in accordance with the following:

(1) Such signs are restricted to those businesses having a minimum street frontage of one hundred feet (100') on a dedicated

street and a minimum building frontage of fifty feet (50'). In the case of corner lots only one frontage shall be counted.

(2) The height of the rooftop sign above the building on which it is located shall not exceed the height of the building measured from the ground level to the top of a parapet wall, a ridge line or the highest point of the roof. But in no case shall the height exceed thirty-five feet (35') above the ground level.

(3) The maximum area of the sign shall not exceed fifty (50) square feet for buildings having fifty feet (50') of frontage. Buildings with frontages of more than fifty feet (50') may increase the area of the sign two (2) square feet per lineal foot over fifty feet (50') but shall not exceed one hundred fifty (150) square feet.

Building Frontage	Sign Area (Sq. Ft.)
50'	50
55'	60
60'	70
65'	80
70'	90
75'	100
80'	110
85'	120
90'	130
95'	140
100' and over	150

(4) The sign shall be placed perpendicular to the street it is oriented to and shall maintain a minimum setback of ten feet (10') from the sides of the building.

(5) The sign shall not be permitted to project beyond the building face.

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2. *Other Signs.* See Section 33.950 ^GF for the following signs: Window (par. 1); canopy (par. 2); temporary construction (par. 3); temporary promotional (par. 4); public and quasi-public (par. 5); drive-in theater marquee (par. 6); sign boards and buildings (par. 7); directional (par. 8); warning and instructional (par. 9); service station price signs (par. 10); directory (par. 11); real estate (par. 12); unclassified uses (par. 14); signs on mansard roofs (par. 15); sign on pitched roofs (par. 16); business (par. 17); signs on architectural appendages (par. 18); and theater marquee (par. 19).

(a) *Signs on Screening Walls or Fences.* In lieu of a freestanding sign, a sign may be applied to a wall or fence used for screening of parking area. The sign shall be subject to the following:

(1) The sign may only denote the name of the principal business or the name of the commercial complex.

(2) Maximum sign area - Twenty-five (25) square feet.

3. *Other Regulations.* All signs are subject to the regulations of Section 33.950 D and the standards of Section 33.950 E.

4. *Nonconforming Signs.* See Section 33.950 D, par. 4.

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I-R Industrial Research Zone

F. *Signs.* See Section 33.950 B and C for permit requirement and approval procedure.

1. *Types of Signs Allowed.* Business (wall and/or marquee and a free-standing sign) subject to the following:

(a) *Wall and/or Marquee.* Each business shall be allowed a combined sign area of one (1) square foot for each foot of lineal building facing a dedicated street or alley, to a maximum of one hundred (100) square feet.

Each business shall also be allowed signs facing on-site parking areas for five (5) cars or more and walkways ten feet (10') or more in width. They shall be allowed a sign area of one (1) square foot per lineal foot of building frontage facing said area to a maximum of fifty (50) square feet.

(b) *Freestanding (Pole).* Each lot shall be allowed one (1) free-standing pole sign subject to the following:

(1) Signs are restricted to those lots having a minimum frontage of seventy-five feet (75') on a dedicated street. In the case of corner lots, only one frontage shall be counted.

(2) Maximum sign area - seventy-five (75) square feet.

(3) Maximum height - twenty feet (20').

(4) Minimum ground clearance - eight feet (8').

(5) The sign shall not be permitted to project into the public right of way.

(6) The sign shall maintain a ten foot (10') setback from all interior property lines.

(7) Freestanding pole signs less than eight feet (8') in height are restricted to a maximum sign area of twelve (12) square feet and shall maintain a five foot (5') setback from all streets.

(8) Only the name of the complex and four (4) tenant signs, or a total of five (5) tenant signs, may be displayed on the sign. Where the pole sign is used to identify the name of the complex or the major tenant, the sign shall be designed to identify all proposed tenants up to the maximum number allowed herein. The minimum sign area allocated for each tenant shall be not less than ten (10) square feet.

(c) *Ground (Momentum)*. A low profile ground sign may be used in lieu of a freestanding pole sign. The sign shall be subject to the following:

(1) Maximum height - eight feet (8').

(2) Maximum sign area - fifty (50) square feet.

(3) The sign shall maintain a minimum setback of five feet (5') from all streets and ten feet (10') from all interior property lines.

(4) The sign structure shall be designed to be architecturally compatible with the main building and constructed with the same or similar materials.

2. *Other Signs*. See Section 33.950 ^G for window (par. 1), canopy (par. 2), temporary construction (par. 3), public and quasi-public (par. 5), directional (par. 8), warning and instructional (par. 9), directory (par. 11), real estate (par. 12), unclassified used (par. 14), signs on mansard roofs (par. 15), signs on pitched roofs (par. 16), business (par. 17) and signs on architectural appendages (par. 18).

(a) *Signs on Screening Walls or Fences*. In lieu of a freestanding sign, a sign may be applied to a wall or fence used for screening of parking areas. The sign shall be subject to the following:

(1) The sign may only denote the name of the principal business or the name of the commercial complex.

(2) Maximum sign area - twenty-five (25) square feet.

3. *Other Regulations.* All signs are subject to the regulations of Section 33.950 D and the standards of Section 33.950 E.

4. *Non-Conforming Signs.* See Section 33.950 D, par. 4

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I-L Limited Industrial Zone

F. *Signs.* See Section 33.950 B and C for permit requirement and approval procedure.

1. *Types of Signs Allowed.* Business (wall and/or marquee and a free-standing sign) subject to the following:

(a) *Wall and/or Marquee.* Each business shall be allowed a combined sign area of one (1) square foot per lineal foot of building frontage facing a dedicated street or alley, however, the sign area may be increased to a maximum of three (3) square feet per lineal foot of building frontage provided that the sign does not exceed fifty percent (50%) of the background area on which the sign is applied as set forth in Section 33.950 F, par. 4.

Each business shall also be allowed signs facing on-site parking areas for five (5) cars or more and walkways ten feet (10') or more in width. Such signs shall be allowed an area of one (1) square foot per lineal foot of building frontage facing said area, however, the area may be increased to two (2) square feet per lineal foot of building frontage provided that the sign does not exceed fifty percent (50%) of the background area on which the sign is applied as set forth in Section 33.950 F, par. 4. The maximum sign area shall not exceed one hundred (100) square feet.

(b) *Freestanding (Pole).* Each lot shall be allowed one (1) freestanding sign subject to the following:

(1) Signs are restricted to those lots having a minimum frontage of one hundred feet (100') on a dedicated street. In the case of corner lots only one frontage shall be counted.

(2) The sign may contain one (1) square foot of area for each lineal foot of street frontage but shall not exceed one hundred fifty (150) square feet. In the case of corner lots or through lots, only the frontage the sign is oriented to shall be counted toward the allowable sign area.

(3) Maximum height - Thirty-five feet (35').

(4) Minimum ground clearance - Eight feet (8').

(5) The sign shall not be permitted to project into the public right of way.

(6) The sign shall maintain a twenty foot (20') setback from all interior property lines.

(7) Freestanding pole signs less than eight feet (8') in height are restricted to a maximum sign area of twelve (12) square feet and shall maintain a minimum setback of five feet (5') from all streets.

(8) Only the name of the complex and four (4) tenant signs, or a total of five (5) tenant signs may be displayed on the sign. Where the pole sign is used to identify the name of the complex or the major tenant, the sign shall be designed to identify all proposed tenants up to the maximum number allowed herein. The minimum sign area allocated for each tenant shall be not less than ten (10) square feet.

(c) *Ground (Monument)*. A low profile ground sign may be used in lieu of a freestanding pole sign. The sign shall be subject to the following:

(1) Maximum height - Eight feet (8').

(2) Maximum sign area - Fifty (50) square feet.

(3) The sign shall maintain a minimum setback of five feet (5') from all streets and ten feet (10') from all interior property lines.

(4) The sign structure shall be designed to be architecturally compatible with the main building and constructed with the same or similar materials. Where the pole sign is used to identify the name of the complex or the major tenant, the sign shall be designed to identify all proposed tenants up to the maximum number allowed herein. The minimum sign area allocated for each tenant shall be not less than ten (10) square feet.

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2. *Other Signs.* See Section 33.950 F for window (par. 1); canopy (par. 2); temporary construction (par. 3); public and quasi-public (par. 5); drive-in theater marquee (par. 6); directional (par. 8); warning and instructional (par. 9); service station price signs (par. 10); directory (par. 11); real estate (par. 12); unclassified uses (par. 14); signs on mansard roofs (par. 15); signs on pitched roofs (par. 16); business (par. 17); and signs on architectural appendages (par. 18).

(a) *Signs on Screening Walls or Fences.* In lieu of a freestanding sign, a sign may be applied to a wall or fence used for screening of parking areas.

The sign shall be subject to the following:

(1) The sign may only denote the name of the principal business or the name of the commercial complex.

(2) Maximum sign area - Twenty-five (25) square feet.

3. *Other Regulations.* All signs are subject to the regulations of Section 33.950 D and the standards of Section 33.950 E.

4. *Nonconforming Signs.* See Section 33.950 D, par. 4.

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I General Industrial Zone

E. *Signs.* See Section 33.950 B and C for permit requirement and approval procedure.

1. *Types of Signs Allowed.* Business (wall and/or marquee and a freestanding sign) subject to the following:

(a) *Wall and/or Marquee.* Each business shall be allowed a combined sign area of one (1) square foot per lineal foot of building frontage facing a dedicated street or alley, however, the sign area may be increased to a maximum of three (3) square feet per lineal foot of building frontage provided the sign does not exceed fifty percent (50%) of the background area on which the sign is applied as set forth in Section 33.950 F, par. 4.

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Each business shall also be allowed signs facing onsite parking areas for five (5) cars or more and walkways ten feet (10') or more in width. Such signs shall be allowed an area of one (1) square foot per lineal foot of building frontage facing said area, however, the area may be increased to two (2) square feet per lineal foot of building frontage provided the sign does not exceed fifty percent (50%) of the background area on which the sign is applied as set forth in Section 33.950 F, par. 4. The maximum sign area shall not exceed one hundred (100) square feet.

(b) *Freestanding (Pole)*. Each lot shall be allowed one (1) free-standing sign subject to the following:

(1) Signs are restricted to those lots having a minimum frontage of one hundred feet (100') on a dedicated street. In the case of corner lots only one frontage shall be counted.

(2) The sign may contain one (1) square foot of area for each lineal foot of street frontage but shall not exceed one hundred fifty (150) square feet. In the case of corner lots or through lots, only the frontage the sign is oriented to shall be counted toward the allowable sign area.

(3) Maximum height - Thirty-five feet (35').

(4) Minimum ground clearance - Eight feet (8').

(5) The sign shall not be permitted to project into the public right of way.

(6) The sign shall maintain a twenty foot (20') setback from all interior property lines.

(7) Freestanding pole signs less than eight feet (8') in height are restricted to a maximum sign area of twelve (12) square feet and shall maintain a minimum setback of five feet (5') from all streets.

(8) Only the name of the complex and four (4) tenant signs, or a total of five (5) tenant signs, may be displayed on the sign. Where the pole sign is used to identify the name of the complex or the major tenant, the sign shall be designed to identify all proposed tenants up to the maximum number allowed herein. The minimum sign area allocated for each tenant shall be not less than ten (10) square feet.

(c) *Ground (Monument)*. A low profile ground sign may be used in lieu of a freestanding pole sign. The sign shall be subject to the following:

(1) Maximum height - Eight feet (8').

(2) Maximum sign area - Fifty (50) square feet.

(3) The sign shall maintain a minimum setback of five feet (5') from all streets and ten feet (10') from all interior property lines.

(4) The sign structure shall be designed to be architecturally compatible with the main building and constructed with the same or similar materials.

2. *Other Signs*. See Section 33.950 ^G for window (par. 1); canopy (par. 2); temporary construction (par. 3); public and quasi-public (par. 5); directional (par. 8); warning and instructional (par. 9); service station price signs (par. 10); directory (par. 11); real estate (par. 12); unclassified uses (par. 14); signs on mansard roofs (par. 15); signs on pitched roofs (par. 16); business (par. 17); signs on architectural appendages (par. 18).

3. *Other Regulations*. All signs are subject to the regulations of Section 33.950D and the standards of Section 33.950 E.

4. *Nonconforming Signs*. See Section 33.950 D, par 4.

Sec. 33.950 Special Provisions Applying to Signs.

A. *Purpose.* It is the purpose of this section to consolidate all general provisions relating to the installation, regulation and amortization of signs throughout the City of Chula Vista.

B. *Installation of Signs.* No person except a public officer or employee in performance of a public duty shall paste, post, paint, print, nail, tack, erect, place or otherwise fasten any sign, pennant or notice of any kind, or cause the same to be done, facing or visible from a public street in the City of Chula Vista except as provided herein and elsewhere in this chapter. To insure compliance with this subsection a Sign Permit shall be required for any sign except as provided hereinafter: window signs, real estate signs, subdivision signs, and residential signs, as defined herein.

C. *Approval Procedure.* All signs requiring a Sign Permit shall be submitted for approval by the Zoning Administrator, prior to installation. The application shall indicate the size, location, design, color, lighting and materials of all signs to be erected. The application shall also contain sufficient information on the architecture, colors and materials of the building on the site, as is necessary to determine compatibility of the sign to the building. In addition the applicant shall submit a color rendering and/or paint sample boards or chips and/or actual materials to be used on the sign.

The Zoning Administrator shall determine whether approval shall be granted for any sign based on its conformance with the regulations and design standards set forth herein. The decision of the Zoning Administrator may be appealed to the Planning Commission in accordance with the provisions of Section 33.1302 D. In the absence of such appeal, the determination by the Zoning Administrator shall be final.

D. *Sign Regulations.* Signs are permitted subject to the following regulations:

1. *Installation.* All signs shall be installed in a professional and workmanlike manner.

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2. *Maintenance.* All signs shall be maintained in good and safe structural condition; shall be painted on all exterior parts unless coated or made of rust inhibitive material; and shall be maintained in good condition and appearance, neatly painted or posted, at all times.

3. *Obsolete Signs.* All signs relating to a product no longer available for purchase by the public and all signs relating to a business which has closed or moved away shall be removed, together with any supporting structures and bracing not considered an integral part of the building. Painted wall signs shall be painted over with a color that closely resembles or matches the color of the wall. If the owner of, or persons responsible for, the sign, or the tenant closing the business, fails to remove or paint over the sign, the owner of the premises shall be responsible and the work shall be done within ninety (90) days following the date of obsolescence.

(a) *Charge by City.* The City of Chula Vista may charge the cost of moving, removing, correcting, storing, or doing work on a sign or sign structure against any of the following, each of whom shall be jointly and severally liable for said charge:

- The permittee.
- The owner of the sign.
- The owner of the premises on which the sign is located.
- The occupant of the premises on which the sign is located.

(b) *Storage of Removed Signs.* A removed sign shall be held not less than thirty (30) days by the City during which period it may be recovered by the owner upon payment to the City for costs of removal and storage and upon payment of fine. If not recovered within the thirty (30) day period, the sign and supporting structures shall be declared abandoned and title thereto shall vest in the City. The charge and fine may be in addition to any penalty for the violation, and recovery of sign does not necessarily abrogate the penalty.

4. *Non-Conforming Signs. (The following amortization periods apply to on-premise signs only)*

(A) Allowable Variations. Any sign that does not conform based upon a failure to meet the height or area requirements of this ordinance as adopted, shall not be construed to be a non-conforming sign, but shall be regarded as conforming and permitted to be retained and regarded as complying with the revisions of this ordinance if the sign does not exceed the height and/or area requirements imposed by more than ten per cent.

(B) Building Permits for signs in shopping centers. Prior to the issuance of a sign permit for any business located in a commercial or industrial center that is non-conforming by virtue of the failure of the center to undergo design review pursuant to the provisions of Section 33.950 F of this chapter, the owner or manager of said center shall submit to the City for review, a coordinated sign program for the entire center and thereafter all individual businesses shall conform any new signs as they may be constructed to the approved coordinated sign program.

(C) Continuation of non-conforming signs. All on-site signs in any zone constructed and erected prior to the effective date of this ordinance, pursuant to the issuance of a valid building permit issued by the City of Chula Vista, which do not conform to the requirements of the provisions of this chapter for the particular zone in which they are located or in regard to design review requirements shall be accepted as conforming signs for a period of fifteen (15) years from the effective date of this ordinance, and shall thereafter be subject forthwith to immediate abatement and removal except as provided below.

(1) Any owner of a non-conforming sign at the expiration of fifteen years from the effective date of this ordinance shall be noticed of the non-conformity of the display. Ownership shall be determined by the ownership of the property as shown by the most recent assessor's tax role. Should any owner wish to appeal the removal of any non-conforming sign based upon the reasonableness of the fifteen years amortization period, such appeal shall be done in accordance with Section (2) below. Removal of the sign shall be stayed until such time as an appeal is finally decided by the City Council.

(2) Appeals Procedure. Any appeal brought pursuant to Section (2) above shall be submitted on an application form to be provided by the City Clerk and shall be filed with the City Clerk. An appellant shall provide the following information as to each advertising sign or outdoor advertising structure that is the subject of an appeal:

(a) A detailed description of the sign or structure, the method of its construction, its measurements and the message contained thereon;

(b) The name of the owner or owners of the property upon which the sign or structure is located;

(c) A definition and term of the appellant's right to locate and/or maintain the sign or structure on said property. Include amount paid, if any, for the right to locate and/or maintain the sign or structure;

(d) The date and cost of original construction of the sign or structure;

(e) The date and cost of appellant's purchase of the sign or structure;

(f) The date or dates and cost of major repairs to the sign or structure;

(g) The average monthly gross income derived from the proceeds generated from the sign or structure, measured over the period of existence or ownership.

(h) The current value of the sign or structure.

Each application on appeal shall be verified. Upon the receipt of an appeal, the City Clerk shall forward a copy of the application on appeal to the City Manager. The Manager shall initiate an investigation of each of the above points covered in the application, and shall prepare a recommendation for consideration by the City Council. At the conclusion of such investigation, the City Clerk shall set the appeal for a public hearing before the City Council and shall notify the appellant of such hearing date.

(3) Hearing on Appeal. The City Council shall hear the testimony of the appellant, the recommendation of the City Manager and any other testimony it deems relevant. The decision of the Council shall be in the form of a resolution and shall be final.

(a) Denial. The Council shall deny the appeal if it determines, by a majority vote, that the non-conforming advertising sign or outdoor advertising structure has been amortized and that the application of Section 4(c) to the appellant is neither arbitrary nor unreasonable.

(b) Relief. The Council shall grant the extension of a reasonable amortization period in order to permit appellant to recover the original cost of the non-conforming advertising sign or outdoor advertising structure if the Council determines, by a majority vote, that such sign or structure has not been amortized.

(D) *Non-conforming Signs to be Removed or Altered.* Regardless of the provisions of Section 4 C as set forth hereinabove, all signs which fail to conform to the requirements of this chapter after the effective date of this ordinance shall be altered or modified to conform to said requirements if any of the following conditions should occur:

(1) Any change in the use of the premises identified by the non-conforming sign. Any change in land use which requires the assessment of a different land use code number as defined in the standard land use code book prepared by San Diego County dated July, 1968 including such amendments as may be made from time to time, shall constitute a change of land use for the purposes of sign conformance.

(2) If any changes, modifications or alterations are performed on such a non-conforming sign that require the issuance of a building permit, said sign shall be required to fully conform to all standards and regulations in effect at the time of the request for such permit.

(3) Repainting of painted signs on structures for normal maintenance will be allowed.

5. *Exempt Signs.* The provision of the sign regulations shall not apply to:

(a) Official notices of any court or public office and legal notices posted pursuant to law or ordinance.

(b) Traffic signs or other signs erected or maintained by a government body or agency, including railroad crossing signs, historical signs, etc.

(c) Special event signs on or over public property permitted by the City Council by special approval.

(d) Especially licensed signs on or over public property permitted by the City Council by franchise, such as bus benches or trash receptacles.

(e) Seasonal decorations, greetings and displays, excluding therefrom advertising signs.

E. *Sign Standards.* All signs shall be subject to the following standards.

1. *Material.* Paper or cardboard signs and cloth or plastic fabric banners may only be used in conjunction with a special event or temporary outside sale and display as provided in Section 33.901 B, provided, however, that such paper or cardboard signs may be used for indoor window and windshield price signs.

2. *Lighting.* All lighting which is held away from the sign with brackets, conduits, or rods shall have a maximum projection of twelve inches (12") beyond the face of the sign unless said lighting is designed to be architecturally part of the sign. No tube, bulb or filament shall be visible except for neon tubing and lights used for indirect lighting of the sign from the ground.

3. *Flashing, Animated or Moving Signs.* No sign, as defined in this chapter, shall be moving, nor shall light be intermittent or flashing, with the exception of time and temperature signs and barber poles.

Signs are also prohibited which:

(a) Intermittently reflect lights from either an artificial source or from the sun; or

(b) Have an illumination which is intermittent, flashing, scintillating or of varying intensity; or

(c) Have any visible portion in motion, either constantly or at intervals, which motion may be caused by either artificial or natural sources.

(d) Utilize whirligigs or any similar item which uses wind as its source of power.

4. *Flags and Pennants.* Flags, other than official government, philanthropic, education, civic or religious, are prohibited. Pennants are prohibited except for special events and temporary outside sales as provided in Section 33.901 B, par. 38.

5. *Sign Supports.* The supporting members of all signs shall be free of any external bracing such as guy wires or cables. All supporting columns shall be designed as an integral or architectural feature of the building.

6. *Visibility.* No sign shall be erected at the intersection of any streets in such a manner as to create a traffic hazard by obstructing vision; or at any location where it may interfere with, obstruct the view of, or be confused with any authorized traffic sign.

7. *Commercial and Industrial Centers and Buildings Designed for Multiple Occupancy.* Signs for businesses located within commercial or industrial centers, complexes, or buildings designed for multiple occupancy; shall be coordinated so that a consistent design theme is established and maintained. No sign permit shall be issued to any one business until such coordinated sign program has been submitted and approved.

F. *Design Review Requirements - Purpose and Intent.*

1. It is the intent of the City Council in establishing the requirement for the design review of all signs in the City to prevent the depreciation and devaluation of property values, and interference or obstruction of the proper conduct of legitimate businesses in the City of Chula Vista which result from the erection and placement of poorly designed signs which are unsightly, improperly located, disproportionate and disharmonious with adjacent signs or structures and therefore tend to be both economically and aesthetically undesirable. It is the purpose of the City Council in directing authorizing the

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Zoning Administrator to perform such function to enhance the aesthetic appearance of the City of Chula Vista and to promote the economic well being of the business community.

to enhance

2. Design review in commercial or industrial centers. in those cases of development projects involving commercial or industrial centers, the Zoning Administrator shall exercise an overall review responsibility extending to signing requirements and regulations for each establishment in such centers. The developer of such centers shall establish a design theme within the confines of the center for all of the signs presently contemplated or which may be proposed in the future.

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Each of the signs in such centers shall bear a harmonious relationship with all other signs in the center through the proper coordination of some or all of the following design elements: location, shape, color, size, type and intensity of illumination, letter style, materials used, type of mounting or support of signs. It shall be the responsibility of the Zoning Administrator subject to the guidelines and principles as set forth in this section, to insure that an orderly and harmonious pattern of signing shall be established throughout such center provided, however, it is not the intent to impose the requirement for any uniform design feature which would lead to rigidity or monotony of signing design within the center.

3. Individual signs. Signing applications for individual businesses which are not located within commercial or industrial centers shall also be subject to design review by the Zoning Administrator.

In such cases, it shall be the obligation of the Zoning Administrator to review other signs existing within the area of the proposed sign to be erected and insure that the design elements as set forth here and above will promote and create harmonious and non-conflicting or obstructing sign arrangements.

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The review authority shall be limited, however, in so far as imposition of design standards to the principles as set forth in this section, and the Zoning Administrator shall strive to insure that such individual signs will relate to the building upon which is to be erected in terms of overall design, theme, colors, materials used, and the design elements set forth here and above. Offensive or non-harmonious signs either by virtue of the impropriety of their configuration or shape, or the garishness or clashing of the colors proposed to be used, shall be cause for disapproval.

Any ^{decision} ~~design~~ of the Zoning Administrator, in regard to design review, shall be subject to appeal to the Planning Commission in accordance with publication of Section 33.1302 D of this code.

4. Decisions of the Zoning Administrator (regarding design review of signs) shall be guided by the following principles:

a. Fluorescent paints shall be avoided.

b. Sign copy should not extend beyond the edges of the background area on which it is applied.

c. The copy area of signs, including logos, emblems, crests, and pictorial representations, should not exceed fifty percent (50%) of the background area on which it is applied.

d. The height of a pole sign should not be less than twice its width.

e. The height of the bottom of the signboard of a pole sign should be less than three times but more than twice the width of the signboard.

f. The two sides of a rectangular pole sign should have a ratio of 3.5.

g. The base of each freestanding sign shall be landscaped in accordance with the Landscaping Manual of Chula Vista.

g. *Other Signs.* (See also Section 33.1401, Definitions, for "Signs".)

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1. *Window Signs.* Window signs may cover a maximum of twenty percent (20%) of the window area in all commercial and industrial zones.

2. *Canopy Sign. (Soffit)* One for each business entrance on the site. Minimum clearance for signs attached under the marquee shall be seven feet (7') . Maximum size one foot (1') wide by five feet (5') long. No projection beyond marquee. Larger canopy signs facing a dedicated street or interior parking area may be used in lieu of wall signs subject to the approval of the Zoning Administrator provided the signs do not exceed the maximum area permitted in the underlying zone for wall signs.

3. *Temporary Construction Signs.* One sign, not to exceed one hundred (100) square feet in area, shall be allowed each vacant parcel having street frontage up to and including two hundred feet (200'), noting such information as may be necessary to inform the public about proposed construction or use contemplated for the site. Parcels having more than two hundred feet (200') of street frontage shall be allowed two hundred (200) square feet of sign area. The sign shall be allowed only if a conditional use permit, final subdivision map, or precise plan has been approved for the site or if a building permit has been issued. Signs may be in place for a maximum time limit of one (1) year extensions, but not more than two (2) extensions.

4. *Temporary Promotional Signs.* Temporary promotional signs are permitted for any business, which contain appurtenant sign copy to promote the following special events: grand openings, change of business address, change of ownership or lessee, and business anniversaries. Said signs may consist of "A" and "I" frame signs and signs on paper, cardboard, plastic or fabric. The signs shall be located on the premises of the business having the special event and provided that the number and location of the signs shall not create a traffic hazard because of the distractive character to motorists of any sign or the cumulative

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effect of all the signs on the lot, nor shall any sign unreasonably obscure existing signs or adjacent properties. No limitation shall be placed on the area of the signs except that they shall not conflict with the provisions herein. Only one (1) freestanding sign shall be allowed on each street frontage. Such sign shall not be more than eight feet (8') in height or contain more than forty (40) square feet of sign area.

5. *Public and Quasi Public Signs.* Churches, schools, community centers and any other public or institutional building, in any residential or agricultural zone, shall be allowed the following signs:

Churches: One wall sign, not to exceed thirty (30) square feet in area and one bulletin board or announcement sign, not to exceed twenty-four (24) square feet in area and ten feet (10') in height. Any bulletin board or announcement sign not attached flat against the building shall maintain a ten foot (10') setback from all streets.

Other public and quasi public uses: One wall sign, not to exceed thirty (30) square feet in area and a bulletin board or announcement sign not to exceed fifty (50) square feet in area and twelve feet (12') in height. Any bulletin board or announcement sign not attached flat against the building shall maintain a ten foot (10') setback from all streets.

6. *Drive-In Theater Marquee.* A freestanding drive-in theater marquee sign shall not exceed two hundred and fifty (250) square feet in area or twenty-five feet (25') in height. The sign shall maintain a twenty foot (20') setback from all property lines.

7. *Sign Boards or Buildings.* The Zoning Administrator shall have the discretionary authority to allow structures specifically designed to accommodate signs, such as information boards, kiosks and freestanding reader boards within pedestrian oriented areas in shopping centers and complexes, provided the following conditions are met:

(a) Architectural compatibility of the structure with the surrounding buildings and/or approved theme.

(b) The structure is pedestrian oriented only.

8. *Directional Signs.* Signs containing directional information for pedestrian and vehicular traffic may be used subject to the following:

(a) Maximum sign area of ten (10) square feet.

(b) No freestanding sign may exceed ten feet (10') in height.

(c) Projecting signs are subject to Zoning Administrator approval.

(d) The sign may not contain the name of the establishment unless determined that it is necessary for clarification.

(e) Directional rooftop signs are prohibited except when incorporated into the design of an approved rooftop sign designed to accommodate the sign.

(f) The signs shall not be attached to any light standard, flag pole, or onto any other sign except as provided herein.

(g) The number and location of all directional signs shall be limited to the least number to provide ample notification.

9. *Warning and Instructional Signs.* Warning and instructional signs including but not limited to, "No Trespassing" and "No Dumping" signs shall be allowed subject to the following:

(a) Maximum sign area - three (3) square feet.

(b) No freestanding sign shall exceed six feet (6') in height.

(c) The signs shall not be attached to any light standard, flag pole, or any freestanding sign.

10. *Service Station Price Signs.* One (1) price sign on each street frontage shall be allowed subject to the following:

(a) The maximum sign area shall be fifteen (15) square feet, and the sign shall not exceed five feet (5') in any dimension. Such sign shall not be in conflict with the provisions of the City's traffic code relating to visual clearance. The sign shall be used to advertise gasoline prices only and shall be posted with the correct prices at all times. The signs shall be designed as a permanent structure, rigidly attached to a building, wall, or adequately anchored in the ground to resist wind pressure as specified in Chapter 23 in the currently adopted Uniform Building Code. A freestanding structure shall be architecturally compatible with the building and shall not exceed a maximum height of six feet (6').

(b) A sign may be attached to a freestanding sign if designed to be architecturally part of the sign.

(c) Price signs may be displayed on the main body of a pole sign but shall not exceed twenty-five percent (25%) of the main sign area or fifteen (15) square feet whichever is the least amount.

11. *Directory Signs.* Directory signs located on an exterior elevation of a building shall be placed flat against the building and shall be located at or near an entrance to the building or an area restricted to pedestrian traffic only. Maximum permitted area shall be ten (10) square feet.

Freestanding directory signs not more than five feet (5') in height and fifty (50) square feet in area may be allowed at the discretion of the Zoning Administrator who shall consider such factors as:

- (a) The need for the sign.
- (b) Whether or not a wall directory sign is practical.
- (c) Whether the sign would create a traffic hazard.

12. *Real Estate Signs.* One sign designating the sale, rental or lease of real property shall be allowed, subject to the following:

(a) Maximum sign area: Commercial and Industrial zones - thirty-two (32) square feet; agricultural zones - thirty-two (32) square feet for undeveloped acreage of one (1) acre or more, otherwise four and one-half ($4\frac{1}{2}$) square feet; residential zones - four and one-half ($4\frac{1}{2}$) square feet. (For additional standards governing R-3 zones see Section 33.505 E).

(b) No freestanding sign shall exceed ten feet (10') in height in any commercial or industrial zone or in the agricultural zone for undeveloped acreage of one (1) acre or more. No freestanding sign shall exceed four and one-half feet ($4\frac{1}{2}$) in all residential zones and the agricultural zone for parcels less than one (1) acre.

(c) Through lots shall be allowed one (1) sign on each street. Corner lots shall be permitted one (1) sign only.

(d) Freestanding signs shall maintain a ten foot (10') setback from all property lines.

(e) Real estate signs reflecting the vacancy status and availability of commercial or industrial space within a structure designed for multiple occupancy, whether through rental, sale or lease, shall be limited to a

maximum sign area of sixteen (16) square feet. Not more than one sign may be used facing a dedicated street. The sign may be attached flat against the building or be part of a permitted freestanding sign if designed to be part of said sign and providing the total sign area does not exceed the area permitted for the freestanding sign.

13. *Residential Identification Signs.* Permanent residential identification signs designating the name of the residential area may be located at an entrance to the residential area subject to Zoning Administrator approval and provided that a homeowners' association or maintenance district is formed to insure the maintenance of the signs. The copy area of the sign shall not exceed fifteen (15) square feet. The sign structure shall be designed to be architecturally harmonious with the residential area.

14. *Signs for Unclassified Uses.* Whenever sign standards or provisions have not been established for an unclassified use requiring the issuance of a conditional use permit, the Planning Commission may establish sign standards and provisions concurrently with the request for the conditional use permit.

15. *Signs on Mansard Roofs.* A principal identification or multiple copy wall sign may be placed on a mansard roof subject to the following:

(a) The sign shall not exceed one-half (1/2) the length and width of the mansard on which it is placed.

(b) The area on which the sign is placed shall be designed to accommodate the sign except when cut out letters are used.

16. *Signs on Pitched Roofs.* A principal identification or multiple copy wall sign may be placed on a pitched roof subject to the following:

(a) The sign shall be placed on a pitched roof that slopes toward the street the business is oriented to.

(b) No sign may be placed on the ridge of the roof.

(c) No sign may project above a line drawn from the center of the street to the ridge of the roof.

(d) The sign shall set back a minimum horizontal distance of three feet (3') from the front edge of the roof.

(e) The length of the sign shall not exceed one-half (1/2) the length of the roof and shall be horizontally centered.

(f) The area shall not exceed two (2) square feet per lineal foot of roof on which the sign is placed.

(g) The ends of the sign shall extend back to the roof to form an enclosure.

17. *Business Signs for Agricultural Uses.* Business signs for agricultural uses shall be permitted in any zone subject to the following:

(a) Wall signs facing a dedicated street shall not exceed one (1) square foot for each lineal foot of building frontage.

(b) One freestanding sign not exceeding eight (8) square feet in sign area and ten feet (10') in height shall be allowed.

18. *Signs on Architectural Appendages.* In lieu of a freestanding or projecting sign, a sign may be placed on an architectural appendage. The sign shall be a principal identification sign and shall not exceed the area or alter the appearance of the appendage on which it is placed.

19. *Theater Marquee.* Each theater shall be allowed to use changeable copy signs in addition to the signs permitted in the underlying zone. The area of the signs shall not exceed sixty (60) square feet facing in any one direction, nor shall the total aggregate sign area exceed one hundred fifty (150) square feet.

20. *Signs for Mobile Home Parks.* The following sign standards shall apply to Mobile Home Parks in residential zones.

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(a) There shall be only one wall sign or single or double-faced freestanding sign designating the use of the premises, facing or adjacent to each street abutting the property. The height of a freestanding sign shall not exceed eight (8) feet, measured vertically from the base at ground level to the apex of the sign. The total face area of all wall and freestanding signs (excluding directional signs) shall not exceed one-tenth square foot for each linear foot of street frontage, and no sign shall exceed a maximum area of thirty-two (32) square feet.

(b) One directional sign, not to exceed ten (10) square feet in area, may be placed at each entrance or exit driveway. No such sign shall exceed a height of eight (8) feet measured vertically from the base at ground level to the apex of the sign. Directional signs may be lighted.

21. *Temporary Tract Signs.* For any subdivision there may be one (1) indirectly illuminated tract sign for each principal entrance to the subdivision, advertising the sale of dwelling units or lots on the same premise or subdivision on which the sign is maintained. The maximum sign area shall be limited to two hundred (200) square feet, and a maximum height of twenty feet (20') for subdivisions with five lots or more. For subdivisions with four (4) or less lots the maximum sign area shall be limited to thirty-two (32) square feet and the maximum height shall be eight feet (8'). The sign shall be removed within ten (10) days after the sale of all the homes within the subdivision, or sooner, subject to staff review.

Additional signs may be located on a model home site, subject to the following requirements:

(a) Signs to advertise the features within a model home on the lot where such signs are located.

(b) Two signs totalling twelve (12) square feet for each model home in the subdivision.

(c) All signs shall be removed upon sale of the model home or discontinuance of said use.

22. *Subdivision Directional Signs.* Directional advertising signs deemed necessary to indicate a change in direction to a subdivision may be authorized subject to a conditional use permit issued by the Zoning Administrator in accordance with the provisions of this chapter and the following conditions:

(a) The request shall denote the number of signs, their location, size and design, for consideration by the Zoning Administrator.

(b) The applicant shall file a letter of approval from each property owner or occupant on whose property proposed signs are to be located.

(c) The conditional use permit may be issued for a reasonable period but not to exceed six (6) months, provided, however, that the Zoning Administrator may grant two (2) extensions for one (1) year periods without renotification or rehearing.

(d) The signs may pertain to only those subdivisions which are located within the City of Chula Vista.

(e) The signs may be either single or double-faced or V-shaped, provided the angle between the two faces does not exceed forty-five degrees (45°).

(f) No freestanding sign may exceed a height of three and one-half feet ($3\frac{1}{2}'$), or exceed four and one-half ($4\frac{1}{2}$) square feet in area.

H. *Planned Signing Program.*

1. *General.* In accordance with the provisions herein, signs may be allowed in commercial and industrial districts on parcels of two (2) acres or more as part of a comprehensive planned signing program, notwithstanding that such signs do not conform to all the specific regulations applicable to signs allowed pursuant to this article. A planned signing program is a voluntary, optional alternative to the general sign regulations intended to provide latitude in order to achieve variety and good design. Exceptions to the general sign regulations may include, but are not limited to, the number of signs, height, location, sign area, and types of signs; provided, however, that a planned signing program shall be in substantial compliance with the general intent of these regulations.

2. *Applications.* Applications for a planned signing program shall be made to the Zoning Administrator in duplicate on a form prescribed by the City of Chula Vista. The application shall be accompanied by a fee of seventy-five dollars (\$75.00). In addition the applicant shall submit in duplicate, the following documents.

(a) A map drawn to scale delineating the site proposed to be included within the planned signing program.

(b) Drawings and/or sketches indicating the exterior surface design details (elevations) of the buildings upon the site.

(c) Drawings, drawn to scale, indicating the size, materials, method and intensity of illumination, height, color, sign area and general location of all signs proposed to be included within the planned signing program.

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3. *Findings Required.* The Zoning Administrator shall, prior to the approval of a planned sign program, make the following findings in regard to the design of the signs to be maintained upon the site:

(a) *Architectural Style.* That the signs are designed with an intent and purpose to relate the signs to the architectural style of the main building or buildings upon the site; or

(b) *Relationship to Other Signs.* That each sign is related to all other signs maintained on the site by the incorporation of similar or identical elements, such as, materials, letter style of sign copy, color, illumination, method used for structural support or attachment, and the shape of signs.

4. *Approval.* The Zoning Administrator may attach appropriate and reasonable conditions to any approval of the planned signing program, including, but not limited to, conditions which alter sign configurations, reduce the sign area, relocate signs upon the lot or buildings, or require other design modifications. The Zoning Administrator shall exercise a high degree of discretionary judgment in the review of a planned signing program and may decline to take action himself to approve, deny, or conditionally approve any such program and, in lieu thereof, refer a recommended action to the Planning Commission for decision.

The decision of the Zoning Administrator may be appealed to the Planning Commission in accordance with provisions of Section 33.1302 D. In the absence of such appeal, the determination by the Zoning Administrator shall be final.

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