

ORDINANCE NO. 2309-A

AN ORDINANCE OF THE CITY OF CHULA VISTA ADOPTING AMENDMENTS TO THE CHULA VISTA MUNICIPAL CODE RELATING TO THE AUTHORITY AND JURISDICTION OF THE DESIGN REVIEW COMMITTEE AND CERTAIN DEVELOPMENT STANDARDS IN MULTIPLE FAMILY ZONES

WHEREAS, in its annual report to the City Council, the Design Review Committee outlined several issues and concerns regarding development standards and jurisdictional and procedural matters related to the design review process, and

WHEREAS, the Council accepted a follow-up report by staff which recommended that hearings be set to consider ordinance amendments addressing several of the issues, and

WHEREAS, the Environmental Review Coordinator conducted an Initial Study, IS-89-59, of potential environmental impacts associated with the implementation of the project and based on the attached Initial Study and comments thereon, if any, the Coordinator has concluded that there would be no significant environmental impacts, and recommends adoption of the Negative Declaration issued on IS-89-59, and

WHEREAS, on March 22, 1989, the Planning Commission voted 5-0 to recommend that Council adopt the amendments in accordance with Resolution PCA-89-1.

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

SECTION I: That Chapter 19.14 of the Chula Vista Municipal Code is hereby amended by adding a new Section 19.14.600 to read as follows:

Sec. 19.14.600      Design review approval-Time limit for  
implementation-Extensions

Design review approval shall be conditioned upon the plan being implemented within one year after the effective approval date thereof. Implementation of the plan would include completion of construction or substantial expenditures of money by the property owner preparatory to construction. If there has been a lapse of work for three months after commencement, the approved plans shall be void. The Design Review Committee or the Zoning Administrator may grant an extension of time for a currently valid plan upon appeal of the property owner provided that there has been no material change of circumstances since the original grant of approval which would be injurious to the neighborhood or otherwise detrimental to the public welfare. The fee for an extension of time shall be as set forth in the master fee schedule.

SECTION II: That Section 19.28.070 of the Chula Vista Municipal Code is hereby amended to read as follows:

Sec. 19.28.070 Area, lot width and yard requirements.

A. The following minimum area, lot width and yard requirements shall be observed, except as provided in Sections 19.16.020 and 19.16.080, and as modified for conditional uses. The minimum requirements shall be designated on the zoning map:

Setbacks in Feet

District	Building	Site	Area Per	Ext.	One	Both		
Classi-	Site	Width	Dwelling	(3)	Side	Int. S.	Int. S.	
fication	(Sq.Ft.)	(Ft.)	(Sq.Ft.)	Front	Yard	Yard	Yards	Rear
R-3	7,000	65	1,350(4)	15(1)	10(1)	5(2)	10(2)	15(2)
R-3-M	7,000	65	2,000(4)	15(1)	10(1)	5(2)	10(2)	15(2)
R-3-T	2,000	22	2,000	15(1)	10(1)	0	0	20
R-3-G	7,000	65	2,500	15(1)	10(1)	5(2)	10(2)	15(2)
R-3-H	10,000	80	800	15(1)	10(1)	20(2)	50(2)	20(2)
R-3-L	7,000	65	3,500	15(1)	10(1)	5(2)	10(2)	15(2)

The following are exceptions to the above chart:

1. Front yards: The front setback shall not be less than that specified on the building line map. The setback requirements shown on the adopted building line map for Chula Vista shall take precedence over the setbacks required in the zoning district.
2. Side and rear yards: Side and rear yard requirements shall be increased an additional two feet for twenty-five-foot high structures (this dimension shall include the roof), and shall be increased at the rate of two feet for each story above twenty-five feet. Exception: When adjacent to an R-1, R-E or R-2 zone, the side yard setback shall be increased to fifteen feet for any structure over one story or fifteen feet in height, with an additional two-foot setback required for each story above twenty-five feet in height.

In those cases where the rear yard abuts an R-3, commercial or industrial zone, the Design Review Committee may grant up to a ten foot reduction in the rear yard setback provided it is found that the effected open space has been transferred to a more beneficial location on the lot.

3. A front yard of twenty-five feet shall be required for all parcels fronting upon streets designated as major or secondary thoroughfares on the adopted Chula Vista general plan; provided, however, that private patios and one-story portions of main buildings not exceeding fifteen feet in height shall be permitted within said required front yard exclusive of the front fifteen feet of said required front yard which shall be reserved for screening materials and landscaping. Said required front yard setback shall be increased an additional five feet for each story in excess of three stories.

4. The net residential density permitted under the "Area per Dwelling" column of this section's table is maximum. On lots containing less than fifteen thousand square feet, the net area required for each dwelling unit established within the R-3 and R-3-M zones shall also be governed by the standards contained within the following table.

Area requirements per dwelling unit based upon lot area  
and the number of bedrooms per dwelling unit

REQUIRED AREA PER DWELLING UNIT

(Square feet)

Lot Area (sq.ft)	Studio and One Bedroom		Two Bedroom		Three Bedroom		Four Bedroom or more	
	R-3	R-3-M	R-3	R-3-M	R-3	R-3-M	R-3	R-3-M
15,000 or more	1,350	2,000	1,430	2,080	1,510	2,160	1,590	2,240
10,000 to 14,999	1,500	2,200	1,580	2,280	1,660	2,360	1,740	2,440
7,000 to 9,999	1,700	2,500	1,780	2,580	1,860	2,660	1,940	2,740
Less than 7,000	2,000	3,000	2,080	3,040	2,160	3,120	2,240	3,200

- B. In the R-3, R-3-M, R-3-T, R-3-G, and R-3-L zones, coverage shall not exceed fifty percent of the area of the site. In the R-3-H zone, coverage shall not exceed twenty-five percent of the site.

SECTION III: That Section 19.28.060 of the Chula Vista Municipal Code is hereby amended to read as follows:

Sec. 19.28.060 Height regulations.

- A. Height regulations in the R-3 zone and R-3-M, R-3-T and R-3-G classifications are as follows:

No principal building shall exceed either ~~three~~ two and one-half stories or ~~forty-five~~ twenty-eight feet in height and no accessory building shall exceed either two stories or twenty-five feet in height, except as provided in Section 19.16.040.

Principal buildings up to three and one-half stories or forty-five feet in height may be approved by the Design Review Committee provided it is found that the height, bulk, mass and proportion of all structures is compatible with the site, as well as in scale with structures on adjoining and surrounding properties in the area.

SECTION IV: That Section 19.14.582 of the Chula Vista Municipal Code is hereby amended to read as follows:

Sec. 19.14.582 Design review committee-Duties and responsibilities.

- A. The design review committee shall review plans for the establishment, location, expansion or alteration of residential uses or structures in the R-3 zone, all development and redevelopment within the redevelopment

project boundaries, and multiple-family dwelling uses, commercial or industrial projects or structures governed by the P precise modifying district; and shall approve, conditionally approve or deny such plans, except when projects are within the boundaries of a redevelopment project, the committee shall recommend approval, conditional approval or denial to the redevelopment agency of the city. The committee shall render decisions on minor proposals as defined in Agency Resolution No. 71.

- B. The design review committee shall also review plans for the establishment, location, expansion or alteration of multiple family dwelling uses, major use permits, commercial, or industrial projects or structures located within the 1985 Montgomery annexation area, and governed by Chapter 19.70 of this ordinance.
- C. The design review committee shall base its findings and action upon the provisions of the effected design manuals of the city.
- D. The design review committee shall prepare and adopt operational procedures, bylaws and business forms.
- E. The design review committee shall submit annual reports on its operations to the city planning commission and redevelopment agency.
- F. The fee for a hearing before the design review committee is as presently designated, or as may in the future be amended, in the master fee schedule.
- G. The zoning administrator has the discretion, with the concurrence of the applicant, to act in the place of the design review committee in the case of minor projects, including signs, commercial and industrial additions which constitute less than a 25 percent increase in floor area, and residential additions of two units or less. A decision of the zoning administrator may be appealed to the design review committee in the same manner as set forth in Section 19.14.583. The fee for zoning administrator design review shall be as set forth in the master fee schedule.

SECTION V: That Section 19.30.050 of the Chula Vista Municipal Code is hereby amended to read as follows:

Sec. 19.30.050 Sign regulations.

See Sections 19.60.020 and 19.60.030 for permit requirement and approval procedure.

A. Types of signs allowed: Business (wall and/or marquee and either a freestanding or projecting sign) subject to the following:

- 1. Wall and/or marquee: Each business shall be allowed a combined sign area of twenty 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 square foot for each two feet of lineal building frontage over twenty feet facing said street, but shall not exceed a total of fifty square feet.

Each business shall also be allowed signs facing on-site parking areas for five or more cars and walkways, a minimum of ten feet in width. The signs shall be allowed one-half square foot per lineal foot of building facing said area; maximum area, twenty square feet per business;

2. Freestanding (pole): Each lot shall be allowed a freestanding sign with a maximum sign area of three 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 square feet for each business displayed on the sign to a maximum area of twelve square feet and four tenant business signs. The sign shall not exceed eight feet 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:
  - a. Maximum height, sixteen feet,
  - b. Maximum sign area, thirty-two square feet,
  - c. Minimum ground clearance, eight feet,
  - d. The sign shall not be permitted to project into the public right of way,
  - e. The sign shall maintain a ten-foot setback from all interior property lines,
  - f. Only one business or the name of the commercial complex may be displayed on the sign;
3. 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:
  - a. Maximum height, four feet. Businesses located on major or collector streets, six feet,
  - b. Maximum sign area, twelve square feet. Businesses located on major or collector streets, twenty-five square feet,
  - c. The sign shall maintain a five-foot setback from all streets and ten feet from all interior property lines,
  - d. The sign structure shall be designed to be architecturally compatible with the main building and constructed with the same or similar materials;
4. Projecting: A projecting sign may be used in lieu of a freestanding (pole or ground) sign subject to the following:
  - a. 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"	1'8"
10'	2'0"	2'4"
11'	2'6"	3'0"
12'	3'0"	3'8"
13'	3'6"	4'4"
14'	4'0"	5'0"

- b. Projecting signs less than eight feet from the ground shall not project closer than three feet to any area used for vehicular circulation and six inches to any area used for pedestrian circulation,
- c. The sign shall not project above the roof, parapet or first story,

- d. The maximum sign area for double-faced signs shall be twelve square feet and twenty-four 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.
- B. Other signs: See Chapter 19.60 for the following signs: Window (Section 19.60.270); canopy (Section 19.60.280); temporary construction (Section 19.60.290); temporary promotional (Section 19.60.300); public and quasi-public (Section 19.60.310); sign boards and buildings (Section 19.60.330); directional (Section 19.60.340); warning and instructional (Section 19.60.350); directory (Section 19.60.370); real estate (Section 19.60.380); unclassified uses (Section 19.60.400); signs on mansard roofs (Section 19.60.410); sign on pitched roofs (Section 19.60.420); business (Section 19.60.430); signs on architectural appendages (Section 19.60.440);
  - 1. 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 square feet, except a business or complex located on a major or collector street shall be allowed an area of twenty-five square feet.
- C. Other regulations: All signs are subject to the regulations of Sections 19.60.040 through 19.60.130 and the standards of Sections 19.60.140 through 19.60.210.
- D. Nonconforming signs: See Sections 19.60.090 through 19.60.120.
- E. The design review committee may reduce sign areas below those authorized above based on the sign guidelines and criteria contained in the design manual.

SECTION VI: That Section 19.32.050 of the Chula Vista Municipal Code is hereby amended to read as follows:

19.32.050 Sign regulations.

See Sections 19.60.020 and 19.60.030 for permit requirement and approval procedure.

- A. Types of signs allowed: Business (wall and/or marquee and either a ground or projecting sign) subject to the following:
  - 1. Wall and/or marquee: Each business shall be allowed a combined sign area of one 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 square feet per lineal foot of building frontage provided the sign does not exceed fifty percent of the background area on which the sign is applied as set forth in Section 19.60.250.
 

Each business shall also be allowed signs facing on-site parking areas for five cars or more and walkways ten feet or more in width. Such signs may contain an area of one square foot per lineal foot of building frontage facing said area; however, the area may be increased to two square feet per lineal foot of building frontage provided the sign does not exceed fifty percent of the background area on which the sign is applied, as set forth in Section 19.60.250;

2. Ground (monument): Each lot or commercial complex shall be allowed a low-profile ground sign subject to the following:
  - a. Signs are restricted to those lots having a minimum frontage of one hundred feet on a dedicated street. In the case of corner lots only one frontage shall be counted,
  - b. Maximum height, six feet,
  - c. Maximum sign area, twenty-five square feet,
  - d. The sign shall maintain a five-foot setback from all streets and ten feet from all interior property lines,
  - e. The sign structure shall be designed to be architecturally compatible with the main building and constructed with the same or similar materials;
3. Projecting: Each business shall be allowed a projecting sign subject to the following:
  - a. 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"

- b. Projecting signs less than eight feet from the ground shall not project closer than three feet to any area used for vehicular circulation and six inches to any area used for pedestrian circulation,
    - c. The sign shall not project above the roof, parapet or first story,
    - d. The maximum sign area for double-faced signs shall be twelve square feet and twenty-four 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;
- B. Other signs: See Chapter 19.60 for the following signs: Window (Section 19.60.270); canopy (Section 19.60.280); temporary construction (Section 19.60.290); temporary promotional (Section 19.60.300); public and quasi-public (Section 19.60.310); sign boards and buildings (Section 19.60.330); directional (Section 19.60.340); warning and instructional (Section 19.60.350); service station price signs (Section 19.60.360); directory (Section 19.60.370); real estate (Section 19.60.380); unclassified uses (Section 19.60.400); signs on mansard roofs (Section 19.60.410); sign on pitched roof (Section 19.60.420); business (Section 19.60.430); signs on architectural appendages (Section 19.60.440); and theater marquee (Section 19.60.450);

1. 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:
  - a. The sign may only denote the name of the principal business or the name of the commercial complex,
  - b. Maximum sign area, twenty-five square feet.
- C. Other regulations: All signs are subject to the regulations of Sections 19.60.040 through 19.60.130 and the standards of Sections 19.60.140 and 19.60.210.
- D. Nonconforming signs: See Sections 19.60.090 through 19.60.120.
- E. The design review committee may reduce sign areas below those authorized above based on the sign guidelines and criteria contained in the design manual.

SECTION VII: That Section 19.34.040 of the Chula Vista Municipal Code is hereby amended to read as follows:

Sec. 19.34.040 Sign regulations.

See Sections 19.60.020 and 19.60.030 for permit requirement and approval procedure.

- A. Types of signs allowed: Business (wall and/or marquee and freestanding sign) subject to the following:
  1. Wall and/or marquee: Each business shall be allowed a combined sign area of one 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 square feet per lineal foot of building frontage provided the sign does not exceed fifty percent of the background area on which the sign is applied as set forth in Section 19.60.250;
 

Each business shall be allowed signs facing on-site parking areas for five cars or more and walkways ten feet in width. Such signs may contain a sign area of one-half square foot per lineal foot of building frontage. The maximum sign area shall not exceed twenty square feet per business.
  2. Freestanding (pole): A freestanding pole sign shall be subject to the following:
    - a. Each neighborhood shopping center or shopping complex consisting of one parcel or contiguous parcels shall be allowed one freestanding pole sign, (in existing developed shopping centers a freestanding service station sign shall be allowed to remain and will not be included in determining the total number of signs allowed),
    - b. Signs are restricted to those lots having a minimum frontage of one hundred feet on a dedicated street. In the case of corner lots, only one frontage shall be counted,
    - c. Maximum height, twenty-five feet,
    - d. Maximum sign area, one hundred square feet,
    - e. Minimum ground clearance, eight feet,
    - f. The sign may project a maximum of five feet into the public right-of-way,



- g. The sign shall maintain a ten-foot setback from all interior property lines,
  - h. Freestanding pole signs less than eight feet in height are restricted to a maximum sign area of twelve square feet and shall maintain a minimum setback of five feet from all streets,
  - i. Only the name of the commercial complex and four tenant signs, or a total of five 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 square feet;
3. 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:
- a. Maximum height, eight feet,
  - b. Maximum sign area, fifty square feet,
  - c. The sign shall maintain a minimum setback of five feet from all streets and ten feet from all interior property lines,
  - d. The sign structure shall be designed to be architecturally compatible with the main building and constructed with the same or similar materials;
- B. Other signs: See Chapter 19.60 for the following signs: Window (Section 19.60.270); canopy (Section 19.60.280); temporary construction (Section 19.60.290); temporary promotional (Section 19.60.300); public and quasi-public (Section 19.60.310); signboards and buildings (Section 19.60.330); directional (Section 19.60.340); warning and instructional (Section 19.60.350); service station price signs (Section 19.60.360); directory (Section 19.60.370); real estate (Section 19.60.380); unclassified uses (Section 19.60.400); signs on mansard roofs (Section 19.60.410); sign on pitched roofs (Section 19.60.420); business (Section 19.60.430); signs on architectural appendages (Section 19.60.440); and theater marquee (Section 19.60.450);
1. 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:
- a. The sign may only denote the name of the principal business or the name of the commercial complex,
  - b. Maximum sign area, twenty-five square feet;
- C. Other regulations: All signs are subject to the regulations of Sections 19.60.040 through 19.60.130 and the standards of Sections 19.60.140 through 19.60.210;
- D. Nonconforming signs: See Sections 19.60.090 through 19.60.120.
- E. The design review committee may reduce sign areas below those authorized above based on the sign guidelines and criteria contained in the design manual.

SECTION VIII: That Section 19.36.040 of the Chula Vista Municipal Code is hereby amended to read as follows:

Sec. 19.36.040 Sign regulations.

See Sections 19.60.020 and 19.60.030 for permit requirement and approval procedure.

A. Types of signs allowed: Business (wall and/or marquee and a freestanding sign) subject to the following:

1. Wall and/or marquee: Each business shall be allowed a combined sign area of one 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 square feet per lineal foot of building frontage provided the sign does not exceed fifty percent of the background area on which the sign is applied, as set forth in Section 19.60.250.

Each business shall also be allowed signs facing on-site parking areas for five cars or more and walkways ten feet or more in width. Such signs may contain an area of one square foot per lineal foot of building frontage facing said area; however, the area may be increased to two square feet per lineal foot of building frontage provided the sign does not exceed fifty percent of the background area on which the sign is applied, as set forth in Section 19.60.250. The maximum sign area shall not exceed one hundred square feet.

2. Freestanding (pole): Each lot shall be allowed one freestanding sign subject to the following:
  - a. Signs are restricted to those lots having a minimum frontage of one hundred feet on a dedicated street. In the case of corner lots or through lots only one frontage shall be counted,
  - b. The sign may contain one square foot of area for each lineal foot of street frontage but shall not exceed one hundred fifty 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,
  - c. Maximum height, thirty-five feet,
  - d. Minimum ground clearance, eight feet,
  - e. The sign may project a maximum of five feet into the public right-of-way,
  - f. The sign shall maintain a ten-foot setback from all interior property lines,
  - g. Corner parcels containing five acres or more shall be allowed one 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 apart. Such signs shall not face the side of any adjoining lot in an R district,
  - h. Only the name of the commercial complex and four tenant signs, or a total of five 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 square feet,
  - i. Freestanding pole signs less than eight feet in height are restricted to a maximum sign area of fifteen square feet and shall maintain a minimum setback of five feet from all streets;

3. 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:
  - a. Maximum height, eight feet,
  - b. Maximum sign area, fifty square feet,
  - c. The sign shall maintain a minimum setback of five feet from all streets and ten feet from all interior property lines,
  - d. The sign structure shall be designed to be architecturally compatible with the main building and constructed with the same or similar materials.
- B. Other signs: See Chapter 19.60 for the following signs: Window (Section 19.60.270); canopy (Section 19.60.280); temporary construction (Section 19.60.290); temporary promotional (Section 19.60.300); public and quasi-public (Section 19.60.310); sign boards and buildings (Section 19.60.330); directional (Section 19.60.340); warning and instructional (Section 19.60.350); service station price signs (Section 19.60.360); directory (Section 19.60.370); real estate (Section 19.60.380); unclassified uses (Section 19.60.400); signs on mansard roofs (Section 19.60.410); signs on pitched roof, (Section 19.60.420); business (Section 19.60.430); signs on architectural appendages (Section 19.60.440); and theater marquee (Section 19.60.450);
  1. 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:
    - a. The sign may only denote the name of the principal business or the name of the commercial complex,
    - b. Maximum sign area, twenty-five square feet.
- C. Other regulations: All signs are subject to the regulations of Sections 19.60.040 through 19.60.130 and the standards of Sections 19.60.140 through 19.60.210.
- D. Nonconforming signs: See Sections 19.60.090 through 19.60.120.
- E. The design review committee may reduce sign areas below those authorized above based on the sign guidelines and criteria contained in the design manual.

SECTION IX: That Section 19.38.040 of the Chula Vista Municipal Code is hereby amended to read as follows:

Sec. 19.38.040 Sign regulations.

See Sections 19.60.020 and 19.60.030 for permit requirement and approval procedure.

- A. Types of signs allowed: Business (wall and/or marquee and a freestanding sign) subject to the following:
  1. Wall and/or marquee: Each business shall be allowed a combined sign area of one 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 square feet per lineal foot of building frontage provided the sign does not exceed fifty percent of the background area on which the sign is applied, as set forth in Section 19.60.250.

Each business shall also be allowed signs facing on-site parking areas for five cars or more and walkways ten feet or more in width. Such signs may contain an area of one square foot per lineal foot of building frontage facing said area; however, the area may be increased to two square feet per lineal foot of building frontage provided the sign does not exceed fifty percent of the background area on which the sign is applied, as set forth in Section 19.60.250. The maximum sign area shall not exceed one hundred square feet;

2. Freestanding (pole): Each lot shall be allowed one freestanding sign subject to the following:

- a. Signs are restricted to those lots having a minimum frontage of one hundred feet on a dedicated street. In the case of corner lots or through lots only one frontage shall be counted,
- b. The sign may contain one square foot of area for each lineal foot of street frontage but shall not exceed one hundred fifty 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,
- c. Maximum height, thirty-five feet,
- d. Minimum ground clearance, eight feet,
- e. The sign may project a maximum of five feet into the public right-of-way,
- f. The sign shall maintain a ten-foot setback from all interior property lines,
- g. Corner parcels containing five acres or more shall be allowed one 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 apart. Such signs shall not face the side of any adjoining lot in an R district,
- h. Only the name of the commercial complex and four tenant signs, or a total of five 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 square feet,
- i. Freestanding pole signs less than eight feet in height are restricted to a maximum sign area of fifteen square feet and shall maintain a minimum setback of five feet from all streets;

3. 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:

- a. Maximum height, eight feet,
- b. Maximum sign area, fifty square feet,
- c. The sign shall maintain a minimum setback of five feet from all streets and ten feet from all interior property lines,
- d. The sign structure shall be designed to be architecturally compatible with the main building and constructed with the same or similar materials.

B. Other signs: See Chapter 19.60 for the following signs: Window (Section 19.60.270); canopy (Section 19.60.280); temporary construction (Section 19.60.290); temporary promotional (Section 19.60.300); public and quasi-public (Section 19.60.310); sign boards and buildings (Section

19.60.330); directional (Section 19.60.340); warning and instructional (Section 19.60.350); service station price signs (Section 19.60.360); directory (Section 19.60.370); real estate (Section 19.60.380); unclassified uses (Section 19.60.400); signs on mansard roofs (Section 19.60.410); signs on pitched roofs (Section 19.60.420); business (Section 19.60.430); signs on architectural appendages (Section 19.60.440); and theater marquee (Section 19.60.450);

1. 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:
  - a. The sign may only denote the name of the principal business or the name of the commercial complex,
  - b. Maximum sign area, twenty-five square feet.
- C. Other regulations: All signs are subject to the regulations of sections 19.60.040 through 19.60.130 and the standards of Sections 19.60.140 through 19.60.210.
- D. Nonconforming signs: See Sections 19.60.090 through 19.60.120.
- E. The design review committee may reduce sign areas below those authorized above based on the sign guidelines and criteria contained in the design manual.

SECTION X: That Section 19.40.040 of the Chula Vista Municipal Code is hereby amended to read as follows:

Sec. 19.40.040 Sign regulations.

See Sections 19.60.020 and 19.60.030 for permit requirement and approval procedure.

- A. Types of signs allowed: Business (wall and/or marquee and either a freestanding sign or projecting sign) subject to the following:
  1. Wall and/or marquee: Each business shall be allowed a combined sign area of one 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 square feet per lineal foot of building frontage; provided the sign does not exceed fifty percent of the background area on which the sign is applied as set forth in Section 19.60.250.

Each business shall also be allowed signs facing on-site parking areas for five cars or more and walkways ten feet or more in width. Such signs may contain an area of one square foot per lineal foot of building frontage facing said area; however, the area may be increased to two square feet per lineal foot of building frontage; provided the sign does not exceed fifty percent of the background area on which the sign is applied as set forth in Section 19.60.250. The maximum sign area shall not exceed one hundred square feet.
  2. Freestanding (pole): Each lot shall be allowed one freestanding sign subject to the following:
    - a. Signs are restricted to those lots having a minimum frontage of fifty feet on a dedicated street. In the case of corner lots, only one frontage shall be counted,

- b. The sign may contain one square foot of area for each lineal foot of street frontage, but shall not exceed one hundred fifty 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,
  - c. Maximum height, thirty-five feet,
  - d. Minimum ground clearance, eight feet,
  - e. The sign may project a maximum of five feet into the public right-of-way,
  - f. The sign shall maintain a ten-foot setback from all interior property lines,
  - g. Corner parcels containing five acres or more shall be allowed one 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 apart. Such signs shall not face the side of any adjoining lot in the R district,
  - h. Only the name of the commercial complex and four tenant signs, or a total of five 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 square feet,
  - i. Freestanding pole signs less than eight feet in height are restricted to a maximum sign area of fifteen square feet and shall maintain a minimum setback of five feet from all streets;
3. 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:
- a. Maximum height, eight feet,
  - b. Maximum sign area, fifty square feet,
  - c. The sign shall maintain a minimum setback of five feet from all streets and ten feet from all interior property lines,
  - d. The sign structure shall be designed to be architecturally compatible with the main building and constructed with the same or similar materials;
4. Projecting: A projecting sign may be used in place of freestanding (pole or ground) sign subject to the following:
- a. 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"

- b. Projecting signs less than eight feet from the ground shall not project closer than three feet to any area used for vehicular circulation and six inches to any area used for pedestrian circulation.
  - c. The sign shall not project above the roof, parapet, or first story,
  - d. The maximum sign area shall be sixty 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;
5. Rooftop: Each lot shall be allowed a rooftop sign in lieu of a freestanding or projecting sign in accordance with the following:
- a. Such signs are restricted to those businesses having a minimum street frontage of one hundred feet on a dedicated street and a minimum building frontage of fifty feet. In the case of corner lots only one frontage shall be counted.
  - b. 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 above the ground level,
  - c. The maximum area of the sign shall not exceed fifty square feet for buildings having fifty feet of frontage. Buildings with frontages of more than fifty feet may increase the area of the sign two square feet per lineal foot over fifty feet but shall not exceed one hundred fifty 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,

- d. The sign shall be placed perpendicular to the street it is oriented to and shall maintain a minimum setback of ten feet from the sides of the building,
  - e. The sign shall not be permitted to project beyond the building face.
- B. Other signs: See Chapter 19.60 for the following signs: Window (Section 19.60.270); canopy (Section 19.60.280); temporary construction (Section 19.60.290); temporary promotional (Section 19.60.300); public and quasi-public (Section 19.60.310); drive-in theater marquee (Section 19.60.320); sign boards and buildings (Section 19.60.330); directional (Section 19.60.340); warning and instructional (Section 19.60.350); service station price signs (Section 19.60.360); directory (Section 19.60.370); real estate (Section 19.60.380);

unclassified uses (Section 19.60.400); signs on mansard roofs (Section 19.60.410); signs on pitched roofs (Section 19.60.420); business (Section 19.60.430); signs on architectural appendages (Section 19.60.440); and theater marquee (Section 19.60.450);

1. 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:

- a. The sign may only denote the name of the principal business or the name of the commercial complex,
- b. Maximum sign area, twenty-five square feet.

C. Other regulations: All signs are subject to the regulations of Sections 19.60.040 through 19.60.130 and the standards of Sections 19.60.140 through 19.60.210.

D. Nonconforming signs: See Sections 19.60.090 through 19.60.120.

E. The design review committee may reduce sign areas below those authorized above based on the sign guidelines and criteria contained in the design manual.

SECTION XI: That Section 19.42.060 of the Chula Vista Municipal Code is hereby amended to read as follows:

Sec. 19.42.060 Sign regulations.

See Sections 19.60.020 and 19.60.030 for permit requirement and approval procedure.

A. Types of signs allowed: Business (wall and/or marquee and a freestanding sign) subject to the following:

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

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

2. Freestanding (pole): Each lot shall be allowed one freestanding pole sign subject to the following:

- a. Signs are restricted to those lots having a minimum frontage of seventy-five feet on a dedicated street. In the case of corner lots, only one frontage shall be counted,
- b. Maximum sign area, seventy-five square feet,
- c. Maximum height, twenty feet,
- d. Minimum ground clearance, eight feet,
- e. The sign shall not be permitted to project into the public right-of-way,
- f. The sign shall maintain a ten-foot setback from all interior property lines,
- g. Freestanding pole signs less than eight feet in height are restricted to a maximum sign area of twelve square feet and shall maintain a five-foot setback from all streets,



- h. Only the name of the complex and four tenant signs, or a total of five 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 square feet;
- 3. 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:
  - a. Maximum height, eight feet,
  - b. Maximum sign area, fifty square feet,
  - c. The sign shall maintain a minimum setback of five feet from all streets and ten feet from all interior property lines,
  - d. The sign structure shall be designed to be architecturally compatible with the main building and constructed with the same or similar materials.
- B. Other signs: See Chapter 19.60 for window (Section 19.60.270); canopy (Section 19.60.280); temporary construction (Section 19.60.290); public and quasi-public (Section 19.60.310); directional (Section 19.60.340); warning and instructional (Section 19.60.350); directory (Section 19.60.370); real estate (Section 19.60.380); unclassified uses (Section 19.60.400); signs on mansard roofs (Section 19.60.410); signs on pitched roof (Section 19.60.420); business (Section 19.60.430); and signs on architectural appendages (Section 19.60.440);
  - 1. 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:
    - a. The sign may only denote the name of the principal business or the name of the commercial complex,
    - b. Maximum sign area, twenty-five square feet.
- C. Other regulations: All signs are subject to the regulations of Sections 19.60.040 through 19.60.130 and the standards of Sections 19.60.140 through 19.60.210.
- D. Nonconforming signs: See Sections 19.60.090 through 19.60.120.
- E. The design review committee may reduce sign areas below those authorized above based on the sign guidelines and criteria contained in the design manual.

SECTION XII: That Section 19.44.060 of the Chula Vista Municipal Code is hereby amended to read as follows:

Sec. 19.44.060 Sign regulations.

See Sections 19.60.020 and 19.60.030 for permit requirement and approval procedure.

- A. Types of signs allowed: Business (wall and/or marquee and a freestanding sign) subject to the following:
  - 1. Wall and/or marquee: Each business shall be allowed a combined sign area of one 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 square feet per lineal foot of building frontage provided that the sign does not exceed fifty percent of the background area on which the sign is applied as set forth in Section 19.60.250.

Each business shall also be allowed signs facing on-site parking areas for five cars or more and walkways ten feet or more in width. Such signs shall be allowed an area of one square foot per lineal foot of building frontage facing said area; however, the area may be increased to two square feet per lineal foot of building frontage provided that the sign does not exceed fifty percent of the background area on which the sign is applied as set forth in Section 19.60.250. The maximum sign area shall not exceed one hundred square feet;

2. Freestanding (pole): Each lot shall be allowed one freestanding sign subject to the following:

- a. Signs are restricted to those lots having a minimum frontage of one hundred feet on a dedicated street. In the case of corner lots only one frontage shall be counted,
- b. The sign may contain one square foot of area for each lineal foot of street frontage but shall not exceed one hundred fifty 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,
- c. Maximum height, thirty-five feet,
- d. Minimum ground clearance, eight feet,
- e. The sign shall not be permitted to project into the public right-of-way,
- f. The sign shall maintain a twenty-foot setback from all interior property lines,
- g. Freestanding pole signs less than eight feet in height are restricted to a maximum sign area of twelve square feet and shall maintain a minimum setback of five feet from all streets,
- h. Only the name of the complex and four tenant signs, or a total of five 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 square feet;

3. 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:

- a. Maximum height, eight feet,
- b. Maximum sign area, fifty square feet,
- c. The sign shall maintain a minimum setback of five feet from all streets and ten feet from all interior property lines,
- d. 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 square feet.

B. Other signs: See Chapter 19.60 for window (Section 19.60.270); canopy (Section 19.60.280); temporary construction (Section 19.60.290); public and quasi-public (Section 19.60.310); drive-in theater marquee (Section 19.60.320); directional (Section 19.60.340); warning and instructional (Section 19.60.350); service station price signs (Section 19.60.360);

directory (Section 19.60.370); real estate (Section 19.60.380); unclassified uses (Section 19.60.400); signs on mansard roofs (Section 19.60.410); signs on pitched roofs (Section 19.60.420); business (Section 19.60.430); and signs on architectural appendages (Section 19.60.440);

1. 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:

a. The sign may only denote the name of the principal business or the name of the commercial complex,

b. Maximum sign area, twenty-five square feet.

C. Other regulations: All signs are subject to the regulations of Sections 19.60.040 through 19.60.130 and the standards of Sections 19.60.140 through 19.60.210.

D. Nonconforming signs: See Sections 19.60.090 through 19.60.120.

E. The design review committee may reduce sign areas below those authorized above based on the sign guidelines and criteria contained in the design manual.

SECTION XIII: That Section 19.46.050 of the Chula Vista Municipal Code is hereby amended to read as follows:

Sec. 19.46.050 Sign regulations.

See Sections 19.60.020 and 19.60.030 for permit requirement and approval procedure.

A. Types of signs allowed: Business (wall and/or marquee and a freestanding sign) subject to the following:

1. Wall and/or marquee: Each business shall be allowed a combined sign area of one 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 square feet per lineal foot of building frontage provided the sign does not exceed fifty percent of the background area on which the sign is applied as set forth in Section 19.60.250.

Each business shall also be allowed signs facing on-site parking areas for five cars or more and walkways ten feet or more in width. Such signs shall be allowed an area of one square foot per lineal foot of building frontage facing said area; however, the area may be increased to two square feet per lineal foot of building frontage provided the sign does not exceed fifty percent of the background area on which the sign is applied as set forth in Section 19.60.250. The maximum sign area shall not exceed one hundred square feet;

2. Freestanding (pole): Each lot shall be allowed one freestanding sign subject to the following:

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

b. The sign may contain one square foot of area for each lineal foot of street frontage but shall not exceed one hundred fifty 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,

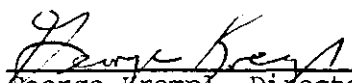
c. Maximum height, thirty-five feet,

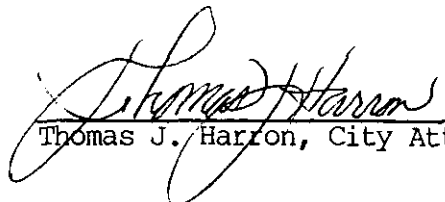
- d. Minimum ground clearance, eight feet,
  - e. The sign shall not be permitted to project into the public right-of-way,
  - f. The sign shall maintain a twenty-foot setback from all interior property lines,
  - g. Freestanding pole signs less than eight feet in height are restricted to a maximum sign area of twelve square feet and shall maintain a minimum setback of five feet from all streets,
  - h. Only the name of the complex and four tenant signs, or a total of five 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 therein. The minimum sign area allocated for each tenant shall be not less than ten square feet;
3. 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:
- a. Maximum height, eight feet,
  - b. Maximum sign area, fifty square feet,
  - c. The sign shall maintain a minimum setback of five feet from all streets and ten feet from all interior property lines,
  - d. The sign structure shall be designed to be architecturally compatible with the main building and constructed with the same or similar materials.
- B. Other signs: See Chapter 19.60 for the following signs: window (Section 19.60.270); canopy (Section 19.60.280); temporary construction (Section 19.60.290); public and quasi-public (Section 19.60.310); directional (Section 19.60.340); warning and instructional (Section 19.60.350); service station price signs (Section 19.60.360); directory (Section 19.60.370); real estate (Section 19.60.380); unclassified uses (Section 19.60.400); signs on mansard roofs (Section 19.60.410); signs on pitched roofs (Section 19.60.420); business (Section 19.60.430); and signs on architectural appendages (Section 19.60.440);
- C. Other regulations: All signs are subject to the regulations of Sections 19.60.040 through 19.60.130 and the standards of Sections 19.60.140 through 19.60.210.
- D. Nonconforming signs: See Sections 19.60.090 through 19.60.120.
- E. The design review committee may reduce sign areas below those authorized above based on the sign guidelines and criteria contained in the design manual.

SECTION XIV: This ordinance shall take effect and be in full force on the thirtieth day from and after its adoption.

Presented by

Approved as to form by

  
 \_\_\_\_\_  
 George Krempf, Director of  
 Planning  
 5513a

  
 \_\_\_\_\_  
 Thomas J. Harron, City Attorney

FIRST READ AT A REGULAR MEETING OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA, CALIFORNIA, HELD April 11, 19 89, AND FINALLY PASSED AND ADOPTED AT A REGULAR MEETING THEREOF HELD April 18, 19 89, BY THE FOLLOWING VOTE, TO-WIT:

AYES: Councilmen : McCandliss, Nader, Cox, Moore  
NAYES: Councilmen : None  
ABSTAIN: Councilmen : None  
ABSENT: Councilmen : Malcolm

Gregory R. Cox  
Mayor of the City of Chula Vista

ATTEST Jennie M. Fulasz  
City Clerk

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

I, JENNIE M. FULASZ, CMC, CITY CLERK of the City of Chula Vista, California, DO HEREBY CERTIFY that the above and foregoing is a full, true and correct copy of ORDINANCE NO. 2309, and that the same has not been amended or repealed.

DATED \_\_\_\_\_



\_\_\_\_\_  
City Clerk



OFFICE OF THE CITY CLERK

ORDINANCE NO. 2309

ORDINANCE OF THE CITY OF CHULA VISTA  
CALIFORNIA ADOPTING AMENDMENTS TO THE CHULA VISTA  
MUNICIPAL CODE RELATING TO THE AUTHORITY AND  
JURISDICTION OF THE DESIGN REVIEW COMMITTEE AND  
CERTAIN DEVELOPMENT STANDARDS IN MULTIPLE FAMILY ZONES

At the meeting of April 18, 1989, by a unanimous vote of those present, the City Council placed the ordinance on its second reading and adoption (Councilman Malcolm was absent during the vote).

The ordinance adopts the following Design Review Committee's recommended amendments to the Municipal Code:

- A one year limitation on DRC approvals
- DRC given the discretion to approve a transfer of open space from the rearyard to other locations on R-3 lots.
- Height limit in R-3 zones is reduced from 3.5 stories or 45 feet in height to 2.5 stories or 28 feet in height with the ability to increase to the higher limit at the discretion of the DRC.
- Zoning Administrator given the authority to address minor design review projects.
- DRC given the authority to address reductions in sign areas.

Copies of the ordinance are available at the office of the City Clerk, City Hall, 276 Fourth Avenue, Chula Vista, CA.

Dated: 4/24/89

  
Jennie M. Fulasz, CMC  
City Clerk