

ORDINANCE 2665

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA AMENDING THE CERTIFIED CHULA VISTA LOCAL COASTAL PROGRAM IN ACCORDANCE WITH AMENDMENT 14 AMENDING CERTAIN SECTIONS OF THE CHULA VISTA MUNICIPAL CODE, TITLE 19, SECTION 19.85.005 AND APPENDIX B, BAYFRONT SIGN PROGRAM, MODIFYING SIGN REGULATIONS FOR THE INLAND PARCEL, SUBAREA 4 OF THE CERTIFIED CHULA VISTA LOCAL COASTAL PROGRAM (LCP)

WHEREAS, the community development department prepared an amendment to the Certified Local Coastal Program (Amendment #14) amending certain sections of the Chula Vista Municipal Code, Title 19, Chapter 19.85.005 and Appendix B, Bayfront Sign Program, modifying sign regulations for the Inland Parcel, Subarea 4 of the certified Chula Vista Local Coastal Program; and

WHEREAS, a Notice of Availability for Local Coastal Program Amendment #14 (LCPA #14) was published in the Chula Vista Star News newspaper on January 20, 1996 and said notice was disseminated in accordance with Title 14, Division 5.5 of the California Code of Regulations at least six weeks prior to the scheduled city council public hearing; and

WHEREAS, the planning director set the time and place for a planning commission public hearing on LCPA #14 and gave notice of said public hearing, together with its purpose, by publication in a newspaper of general circulation in the city and said notice was distributed in accordance with Title 14, Division 5.5 of the California Code of Regulations; and

WHEREAS, the planning commission, at a public hearing held on February 28, 1996, considered LCP Amendment #14, and recommended that city council adopt LCP Amendment #14; and

WHEREAS, the city clerk set the time and place for a city council public hearing on said amendment; and

WHEREAS, the community development director gave notice of the said hearing, together with its purpose, by publication in a newspaper of general circulation in the City and said notice was distributed in accordance with Title 14, Division 5.5 of the California Code of Regulations; and

WHEREAS, LCP #14 was found to be a Class 5 exemption from the California Environmental Quality Act (CEQA) requirements in accordance with Section 15305 of the CEQA Guidelines; and

WHEREAS, the city council of the City of Chula Vista held a public hearing on March 12, 1996 at the appointed time and place, heard testimony, closed the public hearing, and considered the proposed LCP #14.

The city council of the City of Chula Vista does hereby ordain as follows:

SECTION I: Consistency with General Plan Findings.

The city council does hereby find that the LCP, as amended by Amendment #14, is consistent with the City of Chula Vista General Plan as amended.

SECTION II: Local Coastal Program Amendment #14.

Section 19.85.005 of the Chula Vista Municipal Code, Title 19, and Appendix B of Section 19.85.005, Bayfront Sign Program, are amended as set forth in the attached Attachment I for the purpose of modifying sign regulations for the Inland Parcel, Subarea 4 of the certified Local Coastal Program.

SECTION III: The city council hereby directs the mayor to submit Amendment #14 to the certified Chula Vista Coastal Program to the California Coastal Commission in accordance with Section 13552 of Title 14 of the California Code of Regulations.

SECTION IV: This ordinance shall take effect and be in full force on the 31st day after its adoption or immediately following approval of Amendment #14 of the certified Local Coastal Program by the California Coastal Commission, whichever is later.

SECTION V: Invalidity; Revocation.

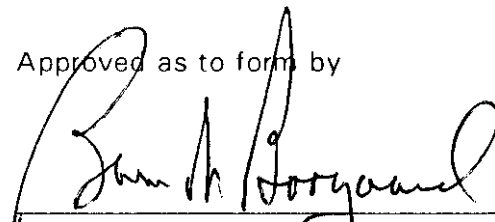
It is the intention of the city council at its adoption of this ordinance is dependent upon the enforceability of each and every term, provision and condition herein stated; and that in the event that any one or more terms, provisions or conditions are determined by a court of competent jurisdiction to be invalid, illegal, or unenforceable, this ordinance shall be deemed at city's election fully revoked and of no further force and effect.

Presented by



Chris Salomone
Community Development Director

Approved as to form by



Bruce M. Boogaard
City Attorney

ATTACHMENT I

19.85.005 Sign Regulations.

The size, location and design of all signs in the Chula Vista Bayfront LCP shall be subject to the following:

1. For Subareas 1,2,3,5,6, and 7: no freestanding sign shall be greater than 10 feet in height and signs shall be subject to the regulations of the Chula Vista Municipal Code, Title 19, Zoning, Chapter 19.60, Signs, incorporated herein by reference, unless modified by the provisions of this Specific Plan.
2. For the Inland Parcel, Subarea 4 - land designated as Industrial General, signs shall be subject to the Industrial General zone, Section 19.46 of the Chula Vista Municipal Code and for land designated as Commercial Thoroughfare, signs shall be subject to the Central Commercial Zone with Precise Plan Modifying District as described in Sections 19.36 and 19.56 of the Chula Vista Municipal Code .
3. For the Midbayfront and Industrial Subareas, Subareas 1 and 2, the following regulations shall also apply:
 - a. Public Signs.
 - 1) Street Name Signs: Street name signs shall have special mountings and frames to identify streets as being a part of the new Bayfront community. The sign copy and construction shall reflect a unified style and colors.
 - 2) Directional Signs: Directional signs at intersections will help establish gateways to the redevelopment area, and may include such generic information as convention center, marina, special-use park, wildlife refuge, etc., as necessary. Directional information for private developments may be included also at the discretion of the design review board. Information will be clustered on one sign per intersection. Signs will have standardized mountings and trip. Each sign location shall include specially designed landscaped areas to create a setting.
 - 3) Information Signs: Public information signs are designed for public facilities and services such as parks, marshes, marinas, trim, and colored to be unified with the basic public sign theme.
 - 4) Traffic and Parking Control Signs: Traffic control and parking signs shall be designed with standard copy faces, and shall be trimmed in a manner consistent with Bayfront motif. Exact sizes and locations are required by state regulation.
 - b. Private Signs

- 1) **Commercial Uses Adjacent to Freeway:** Commercial uses with freeway exposure shall be allowed either wall or low-profile monument signs with name and/or logo. If the business logo is well-established as an identity mark, then use of logo alone is preferable. Each lot may have two wall signs or one ground sign only. Only one wall sign shall be visible at a time. Maximum total copy area shall be 100 square feet. Ground signs may be doubled-faced or parallel to the roadway and are intended to be low-profile monument signs.
- 2) **Automotive Service:** Service stations with freeway exposure shall be allowed freeway identification signs. Sizes shall be as small as possible and still have freeway identity, in no case to exceed 50 square feet total sign area. Such signs shall be subject to strict review by the design review board.
- 3) **Corner Lots:** The identification allowance for sign development on corner lots may be divided to provide for a sign on each frontage; however, the total allowance for both signs combined is not to exceed 50 square feet.
- 4) **Multi-Tenant Buildings or Complexes:** Office, retail-commercial and industrial uses which are multi-tenant shall be allowed additional tenant identification signs: each tenant shall be allowed a maximum of three square feet on or adjacent to the entry door. These tenant signs shall be visible from on-site parking and/or pedestrian walkways, but not intended to be readable from public streets.
- 5) **Directional and Information Signs:** These signs shall be allowed on a need basis. They shall be directional in nature and not intended as identification signs. Their maximum height shall be four feet with four square feet maximum copy area per side.
- 6) **Special Event Signs (Temporary):** Special events such as grand openings shall be allowed temporary signs. Such signs shall have a limited life as determined by the design review board.
- 7) **Construction Signs (Temporary):** Signs for owners, contractors and subcontractors, architects, etc., for new projects under construction shall be subject to design review board approval.

c. Allowable Copy Area

- 1) **Hotel/Motel, RV Parks, Restaurants, and Retail-Commercial:** Total copy area for all identification signs combined shall be limited to not more than 50 square feet per parcel (except additional signage for high- and mid-rise hotels is permitted per Section E.3.b, below). Signs may be wall signs and/or ground signs. Ground signs may be single- or double-faced but may not exceed ten feet in height. An additional changeable copy area of 25 square feet maximum shall be allowed for

uses which include entertainment or convention facilities. Changeable copy area shall be single-faced only.

- 2) Automotive Service: Service stations shall be allowed one identification sign (non-freeway) per lot. Signs shall be ground signs or wall signs and shall have no more than 40 square feet of copy area, six feet maximum height.
- 3) Industrial and Office Uses: Industrial or office uses shall be allowed one identification sign per lot, visible from the internal street. Signs shall not exceed 40 square feet in area or six feet maximum in height. Total sign area may include a directory or tenant listing if the project is multi-tenant.

4. For the Midbayfront Subarea only: In addition to the provisions above, the following shall apply in Subarea 1:

a. Midbayfront Sign Program: In addition to the regulations provided by this Specific Plan and the Chula Vista Zoning Code for signs, additional more specific and restrictive regulations shall be required for the Midbayfront Subarea in the Midbayfront Sign Program. This sign program shall be approved by the City of Chula Vista prior to the issuance of the first building permit in this subarea. The purpose of the Midbayfront Sign Program is to provide a sign plan for the midbayfront subarea consistent with the goals and policies of the Local Coastal Program, and to meet these specific objectives:

- 1) To create a system of signs which serves as an important design element in establishing an identifiable image for the area.
- 2) To provide identification for the special components which make up the midbayfront area.
- 3) To reduce visual competition between signs, balancing the needs for identification and aesthetic harmony.
- 4) To integrate signage with architectural and landscape design themes, thereby reducing the prominence of signs.
- 5) To provide standards of acceptability for signs in order to facilitate the review and approval process by the City of Chula Vista.

b. Scale of Signs for the Midbayfront subarea: The two most prominent signs in the midbayfront will be the midbayfront gateway monument and the high- and mid-rise hotel building wall signs. Because of the importance of these signs, the following specific regulations are provided:

- 1) Midbayfront Gateway Monument: The sign element containing copy shall not exceed a maximum height of 5'-6". The architectural element containing the sign shall not exceed 12 feet in height. The maximum

copy area per sign face shall not exceed 50 square feet. Illustrations of a gateway monument meeting these standards follow as a guideline.

- 2) High-rise Hotel Building Wall Signs: Only allowed on hotel buildings greater than eight stories in height. Two signs per building, 300 square feet maximum each sign. Individual letters or logo only; maximum sign height shall be 7 feet. An illustration of this type of sign follows as a guideline. Sign design and lettering shall not permit perching by avian predators of the California least tern, light-footed clapper rail, or Belding's Savannah sparrow.

(Ord 2613, 1994; Ord 2532, 1992; Res 11903, 1985)

19.85.006 Form and Appearance.

1. Form and Appearance Objectives.

The following objectives shall serve as guidelines for use of land and water resources to preserve a sound natural environment:

- a. Preserve existing wetlands in a healthy state to ensure the aesthetic enjoyment of marshes and the wildlife which inhabit them.
- b. Change the existing industrial image of the bayfront, and develop a new identity consonant with its future prominent public and commercial recreational role.
- c. Improve the visual quality of the shoreline by promoting public and private uses which provide proper restoration, landscaping, and maintenance of shoreline areas.
- d. Remove, or mitigate by landscaping, structures or conditions which have a blighting influence on the area.
- e. Develop a readily understandable and memorable relationship of the Bayfront (and the areas and elements which comprise it) to adjoining areas of Chula Vista and to the freeway and arterial approaches to the Bayfront.

**APPENDIX B
TO SECTION 19.85.005
BAYFRONT SIGN PROGRAM**

GOALS AND OBJECTIVES

Goal

The goal of the Chula Vista Bayfront Sign Program is to control signs--eliminating those which are obtrusive and encouraging those that are creative and interesting while establishing a sense of place for the area.

Objectives

1. To establish guidelines and criteria for all signs within the Chula Vista Bayfront Redevelopment Project Area.
2. To establish a design review board charged with the following tasks:
 - (a) to make decisions regarding appropriateness of private signs;
 - (b) to preserve the integrity of the bayfront, and
 - (c) to encourage creative sign design.
3. To encourage vitality within a development through the use of sign design.
4. To avoid the proliferation of private business signs along the freeway.
5. To incorporate into the design of public signs the elements of the bayfront logo.
6. To promote bayfront development progress, special events, and to identify new businesses coming into the area discretely but effectively.
7. To assure equality in sign impact.
8. To establish "Bayfront" identify through a cooperative program with Caltrans.

APPLICABILITY

The Bayfront Sign Program shall provide criteria for the regulation, design, and installation of signs to be located within Subareas 1,2,3,5,6, and 7 of the certified Chula Vista Local Coastal Program. Signs proposed for Subarea 4 (Inland Parcel) of the certified Local Coastal Program shall be subject to the sign regulations of the related General Industrial (IG) and Central Commercial Precise Plan Modifying District as described in the Chula Vista Municipal Code.

DESIGN REVIEW

The establishment of a design review board for the Chula Vista Bayfront is of primary importance. The Board shall be established by the redevelopment agency of the City of Chula

Vista, and should review all parts of the Bayfront project--the architecture, landscaping proposals, and each sign proposed for the area. This mechanism will ensure the regulation and control needed to create a distinctive atmosphere for the bayfront.

Chula Vista Design Review Board - Appointed

The Chula Vista Design Review Board has been appointed to function as the design review board herein described and has been charged with the responsibility of interpreting and applying sign design guidelines contained in this document. The board is specifically directed to encourage creative sign design and diversity. The Redevelopment Agency shall retain ultimate authority for fair and equitable application.

PASSED, APPROVED, and ADOPTED by the City Council of the City of Chula Vista, California, this 19th day of March, 1996, by the following vote:

AYES: Councilmembers: Moot, Padilla, Rindone, Horton

NAYS: Councilmembers: None

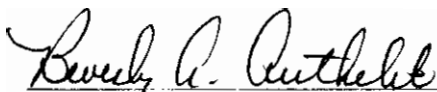
ABSENT: Councilmembers: None

ABSTAIN: Councilmembers: Alevy



Shirley Horton, Mayor

ATTEST:

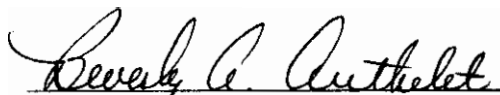


Beverly A. Authelet, City Clerk

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

I, Beverly A. Authelet, City Clerk of the City of Chula Vista, California, do hereby certify that the foregoing Ordinance No. 2665 its first reading at a regular meeting held on the 12th day of March, 1996 and its second reading and adoption at a regular meeting of said City Council held on the 19th day of March, 1996

Executed this 19th day of March, 1996



Beverly A. Authelet, City Clerk