

CALIFORNIA COASTAL COMMISSION
San Diego Coast
3111 Camino Del Rio North Ste 200
San Diego, CA 92108-1725
(619) 521-8036

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RECORD PACKET COPY

April 19, 1996

TO: COMMISSIONERS AND INTERESTED PARTIES

FROM: CHUCK DAMM, SOUTH COAST DISTRICT DIRECTOR
DEBORAH N. LEE, COASTAL PROGRAM MANAGER, SAN DIEGO AREA OFFICE
BILL PONDER, COASTAL PROGRAM ANALYST, SAN DIEGO AREA OFFICE

SUBJECT: STAFF RECOMMENDATION ON MAJOR AMENDMENT 1-96 (WAL-MART SIGN) TO THE CITY OF CHULA VISTA LOCAL COASTAL PROGRAM (For Public Hearing and Possible Final Action at the Coastal Commission Hearing of May 7-10, 1996)

SYNOPSIS

SUMMARY OF AMENDMENT REQUEST

The amendment would revise the sign regulations of the certified Bayfront Specific Plan in Subarea 4 only (the Inland Parcel) by deleting the current 10 foot height limitation for signs in Subarea 4 and allowing signs to be subject to the sign requirements of the Central Commercial zone (CC-P) which allows a 35 foot high freestanding sign. The amendment would thus allow the Channelside Commercial center located at the southeast quadrant of Broadway/ National City Blvd. and I-54, a 35 foot high, 150 sq. ft. freestanding sign.

SUMMARY OF STAFF RECOMMENDATION

Staff recommends approval of the LCP amendment as submitted. The appropriate resolution and motion may be found on Page 2. The findings for approval of the submitted implementation plan amendment begin on Page 4.

BACKGROUND

The Chula Vista bayfront Local Coastal Program, as originally certified by the Commission, encompasses approximately 790 acres within the coastal zone of the City of Chula Vista. On March 27, 1984, the Commission certified the City of Chula Vista Local Coastal Program Land Use Plan (LUP) as submitted; and, on January 25, 1985, the Commission certified the bayfront LCP Implementation Program in the form of the bayfront Specific Plan, Subdivision Ordinance and Coastal Permit Processing Ordinance. The City began issuing coastal development permits shortly thereafter. In 1993, the City revised its bayfront LCP and received Commission approval for a new Land Use Plan and Bayfront Specific Plan which is now the basis for its effective certification.

ADDITIONAL INFORMATION

Further information on the City of Chula Vista LCP amendment may be obtained from Bill Ponder, Coastal Planner at (619) 521-8036.

PART I. OVERVIEW

A. LCP HISTORY

After two initial submittals which resulted in approvals with suggested modifications, the Commission certified the City of Chula Vista Local Coastal Program Land Use Plan (LUP), as submitted, on March 27, 1984. On January 25, 1985, the Commission certified the bayfront LCP Implementation Program in the form of the bayfront Specific Plan, Subdivision Ordinance and Coastal Permit Processing Ordinance. Shortly after this certification, the City began issuing its own coastal development permits. Since the certification of the LCP, a total of nine LCP amendments have been submitted to and certified by the Commission. The most significant amendment came in 1993 when the City submitted a new land use plan and bayfront specific plan and rescinded its originally certified documents.

B. STANDARD OF REVIEW

The standard of review for implementation plan amendments is found in Section 30513 of the Coastal Act. Pursuant to Section 30513 of the Coastal Act, the Commission may only reject zoning ordinances or other implementing actions, as well as their amendments, on the grounds that they do not conform with, or are inadequate to carry out, the provisions of the certified land use plan. The Commission shall take action by a majority vote of the Commissioners present.

C. PUBLIC PARTICIPATION

The City has held numerous Planning Commission and City Council meetings with regard to the various components of the subject amendment request. All of these local hearings were duly noticed to the public. Notice of the subject amendment has been distributed to all known interested parties.

PART II. LOCAL COASTAL PROGRAM SUBMITTAL - RESOLUTION

- A. RESOLUTION I. (Resolution to reject Implementation Plan Amendment 1-96 to the City of Chula Vista Local Coastal Program)

MOTION I

I move that the Commission reject the City of Chula Vista Implementation Plan Amendment 1-96.

Staff Recommendation

Staff recommends a **NO** vote and the adoption of the following resolution and findings. An affirmative vote by a majority of the Commissioners present is needed to pass the motion.

Resolution I

The Commission hereby approves certification of the amendment to the City of Chula Vista's Local Coastal Program on the grounds that the amendment conforms with, and is adequate to carry out, the provisions of the certified land use plan. There are no feasible alternatives or feasible mitigation measures available which would substantially lessen any significant adverse impacts which the approval would have on the environment.

PART III. FINDINGS FOR APPROVAL OF THE CITY OF CHULA VISTA IMPLEMENTATION PLAN
AMENDMENT 1-96, AS SUBMITTED

A. AMENDMENT DESCRIPTION/BACKGROUND

The amendment would revise the sign regulations of the certified Bayfront Specific Plan in Subarea 4 only (the Inland Parcel) by deleting the current 10 foot height limitation for signs in Subarea 4 and allowing signs to be subject to the sign requirements of the Central Commercial zone (CC-P) which allows a 35 foot high freestanding sign. The amendment would allow the owner of the Channelside Commercial center located at the southeast quadrant of Broadway and I-54 to seek approval for a 35 foot high, 150 sq. ft. freestanding sign.

The amendment only addresses the "Inland Parcel" (Subarea 4) in the Chula Vista coastal zone. This subarea of the coastal zone is approximately 1/2 mile removed from the Chula Vista Bayfront and does not have direct coastal access. The site of the proposed amendment is located south and adjacent to State Route 54, west of Broadway/National City Boulevard, and is approximately 36 acres, including four acres of existing industrial uses. In LCPA #1-94, the Commission approved the redesignation of a portion of the site's industrial land use designation to a commercial designation to allow retail stores and other commercial land uses to accommodate the construction of the 220,000 sq. ft. Channelside Shopping Center, which includes a WalMart anchor store which has been built. The Commission found the proposed commercial land uses would be compatible with land uses for properties adjacent to the Inland Parcel, which include commercial, light industrial and warehousing land uses.

A portion of the remnant Sweetwater River is located along the western edge of the Inland Parcel which contains wetland resources. In LCPA #1-94, the Commission adopted suggested modifications that permitted a maximum of one Sweetwater River bridge crossing to provide access to the developable portions of the Inland Parcel to minimize adverse impacts to the habitat value of the wetland corridor. The Commission found that mitigation must be located on-site and contiguous with the existing wetland corridor. The suggested modifications also required appropriate mitigation for any temporary or permanent impacts, appropriate buffer zones to be maintained around sensitive resources and open space dedication of sensitive resources.

B. FINDINGS FOR APPROVAL

The standard of review for LCP implementation submittals or amendments is their consistency with and ability to carry out the provisions of the certified LUP. The purpose of the proposed amendment is to revise the Bayfront Specific Plan to accommodate increased sign heights on the Inland Parcel.

a) Purpose and Intent of the Ordinance. The purpose of the proposed amendment is to eliminate the 10 foot height limitation for freestanding signs within the Inland Parcel only. The restriction would continue to apply to all other subareas of the Chula Vista coastal zone. The City found the Inland Parcel is geographically removed from the Chula Vista Bayfront, and does not afford bayfront, ocean or other scenic viewing opportunities to the public where the 10 foot sign height limitation is more critical.

b) Major Provisions of the Ordinance. The ordinance would allow commercial and industrial type signs within the Inland Parcel to be a maximum of 35 feet high. The ordinance would modify the sign regulations of the Bayfront Specific Plan (Section 19.81.050) and the sign regulations of the Municipal Code Section (19.85.005), including the Bayfront Sign Program (Appendix B of the Municipal Code), which provides criteria for the regulation, design and installation of signs to be located within the coastal zone. The goal of these regulations 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.

c) Adequacy of the Ordinance to Implement the Certified LUP Segment. The Physical Form and Appearance section of the certified LUP provides for the removal of existing blight from the bayfront and for increasing public access to allow the public to experience the views from the perimeter of the Bayfront outward. In addition, the LUP requires preservation of views from the freeway and roadways to ensure an attractive view of, and to establish a visual relationship with, the marshes and bay-related activities. The LUP requires that entrances to the bayfront be designed to form visual gateways to the water's edge to support the feeling of proximity to the bay. Landscaping and architectural edges are encouraged to form sequences of views throughout the Bayfront. Buildings are to be sited to create view corridors and designed to step back from the bay to preserve views as set forth in the LUP.

Specifically, Policy FA.4.A. of the certified land use plan states:

New development within the Bayfront shall be constructed according to the high quality and aesthetic standards set forth in the Land Use Plan. Continuing development and/or redevelopment will displace abandoned or substandard structures which have a blighting influence. Any areas disturbed by development shall be completely landscaped. However, the landscaping shall be consistent with the Environmental Management policies herein, and shall also give priority to the use of drought-tolerant plant materials.

Originally, when considering this amendment, concerns were expressed to the City regarding the increased sign height at this location given the scenic resources present in the immediate vicinity. North of the subject site lies the improved Sweetwater River Flood Control Channel and Interstate 54; however, a remnant part of the historic and natural rivercourse curves around the Inland Parcel along its northwestern edge and then continues southwesterly. The remnant rivercourse crosses under the Broadway/National City Boulevard bridge, continuing westerly back into the City of National City's jurisdiction and broadens out there into a natural corridor that remains and provides certain open space values and biological habitat. In addition, within the Inland Parcel itself, the rivercourse also continues south and there is a small wetland area that was enhanced and preserved on-site in association with the Channelside Center's development. Therefore, although the Inland Parcel does not lie directly along the bayfront, there are natural resources and related scenic amenities present within the area.

However, the City of Chula Vista states that retention of the lower sign height for this small coastal zone area presents an unreasonable constraint on the Inland Parcel's development and found that no significant view blockage would result from a relaxation of the sign standards. In particular, the City notes that because of the jurisdictional configuration of its boundaries with the City of National City and the coastal zone boundary itself, the Inland Parcel is relatively small and the permitted sign heights for all the surrounding areas are much higher. The industrial and commercial properties located to the west of the Inland Parcel are within National City's coastal zone and are allowed freestanding signs ranging in height from 50 - 70 feet, with provisions for freeway-oriented signs to go as high as 75 feet above ground. This rather notable exception to the Commission's generally strict signage regulations was a recognition of the long-established and well-developed National City Mile of Cars. There were separate sign provisions for the visitor commercial areas west of Interstate 5 in National City.

The National City Mile of Cars is a South Bay commercial landmark for automative sales, services and other support facilities and historically included the development of several tall, freestanding signs along its corridor. The Commission acknowledges its action on the National City LCP; and, given the developed nature of that commercial strip, it did not take exception with those rather tall freestanding sign provisions. Given the location of the developed National City properties immediately west of the Inland Parcel, accessing off of 35th Street, and the Channelside Center's shared entrance there, it would be reasonable to allow the increased sign height at this site in recognition of the particular nature of the surrounding development.

The Commission finds that an allowance for 35 foot high freestanding signs would be consistent with the maximum sign heights allowed on adjacent properties located both inside and outside the coastal zone. The Inland Parcel is developed and is physically similar in nature to the commercial and industrial parcels located to the immediate west and east. However, the Commission still finds there are scenic resources and sensitive habitat values

present in the remnant river channel and adjoining open space areas that should be considered. Therefore, it is important that the City limited the overall sign height to 35 feet and the concentration of the development at the Broadway/35th Street intersection also serves to minimize the conflict with the remaining resource values. Lastly, given the circumstances presented herein, the request is reasonable.

In summary, the certified land use plan provides that the existing scenic and visual qualities of the coastal zone will be enhanced. It does not contain a specific height limitation for the Inland Parcel and the land use plan admittedly focussed its development specifications on the Midbayfront. The ordinance revision would allow larger signage on a parcel that is geographically removed from the Chula Vista Bayfront. The proposed sign controls will still provide adequate regulation of the Inland Parcel's development. The implementation plan amendment can thus be found consistent with and adequate to carry out the policies of the certified LUP. The amendment can therefore be accepted as submitted.

PART IV. CONSISTENCY WITH THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

Section 21080.5 of the California Environmental Quality Act (CEQA) exempts local government from the requirement of preparing an environmental impact report (EIR) in connection with its local coastal program. Instead, the CEQA responsibilities are assigned to the Coastal Commission and the Commission's LCP review and approval program has been found by the Resources Agency to be functionally equivalent to the EIR process. Thus, under CEQA Section 21080.5, the Commission is relieved of the responsibility to prepare an EIR for each LCP.

Nevertheless, the Commission is required in an LCP submittal or, as in this case, an LCP amendment submittal, to find that the LCP, or LCP, as amended, does conform with CEQA provisions. In the case of the subject LCP amendment request, the Commission finds that approval of the subject LCP amendment would not result in significant environmental impacts under the meaning of the California Environmental Quality Act. The Commission therefore finds there are no additional mitigation measures necessary. Furthermore, any specific projects will need to comply independently with CEQA as well.

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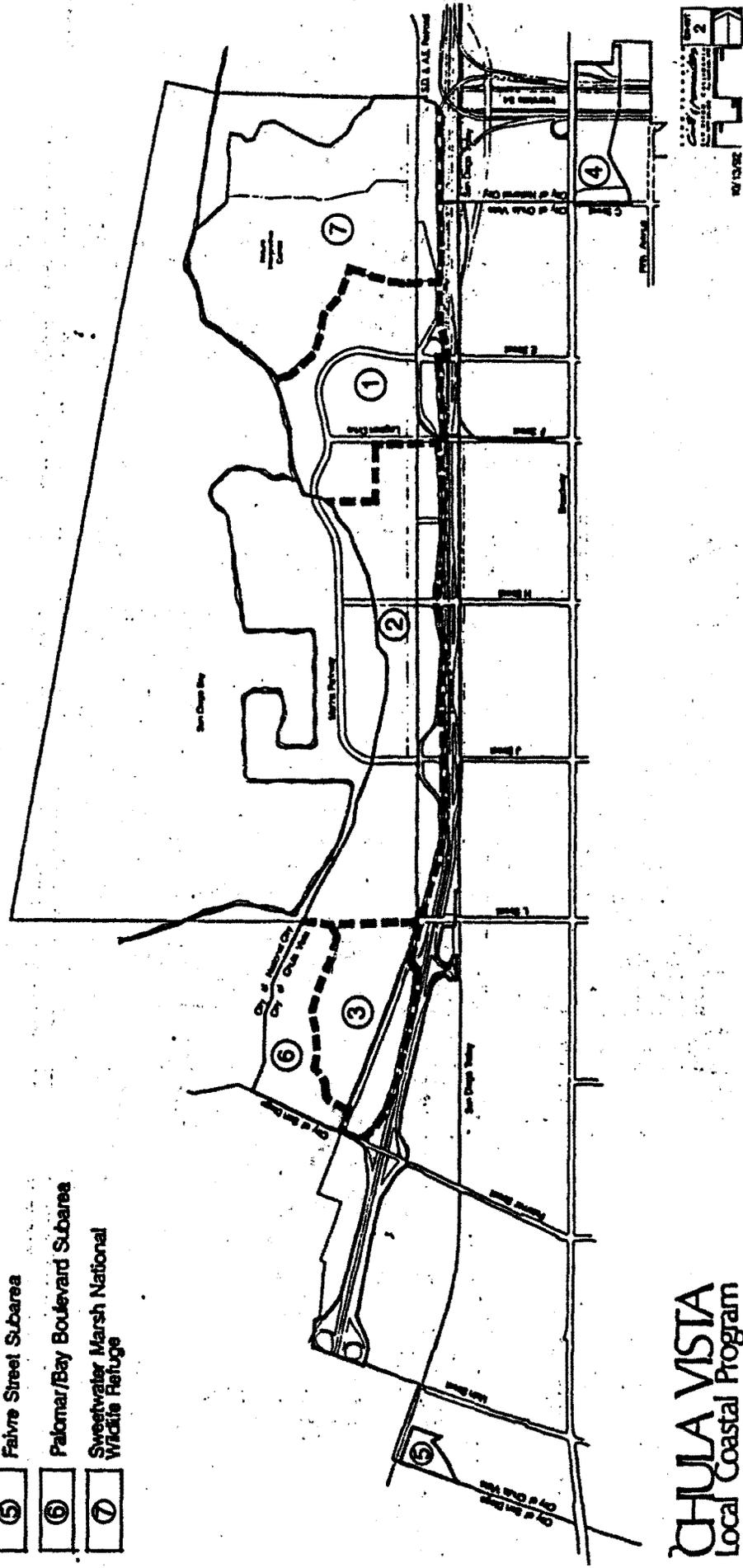


"Inland Parcel"
Chula Vista LCRA #1-96

Coastal Zone With Subareas Exhibit 2

- ① Mickeyfront Subarea
- ② Industrial Subarea
- ③ Southern Parcel Subarea
- ④ Inland Parcel Subarea
- ⑤ Fairview Street Subarea
- ⑥ Palomar/Bay Boulevard Subarea
- ⑦ Sweetwater Marsh National Wildlife Refuge

- Coastal Zone Boundary
- Subarea Boundary
- City Limit Line



CHULA VISTA
Local Coastal Program
Chula Vista
LCPA
#1-96

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:

CHULA VISTA
LCPA #1-96 (1 of 9)

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.

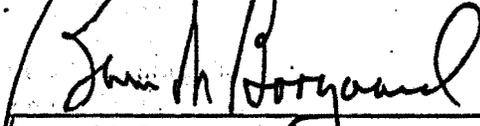
It is the intention of the city council at its adoption of this ordinance is dependent upon the enforceability of each and every term, provision and condition herein stated; and that in the event that any one or more terms, provisions or conditions are determined by a court of competent jurisdiction 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

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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

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- 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

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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

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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.

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**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.

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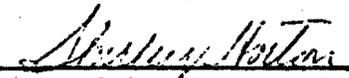
PASSED, APPROVED; and ADOPTED by the City Council of the City of Chula Vista, California, this 19th day of March, 1996, by the following vote:

AYES: Councilmembers: Moot, Padilla, Rindone, Horton

NAYS: Councilmembers: None

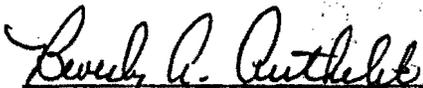
ABSENT: Councilmembers: None

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.

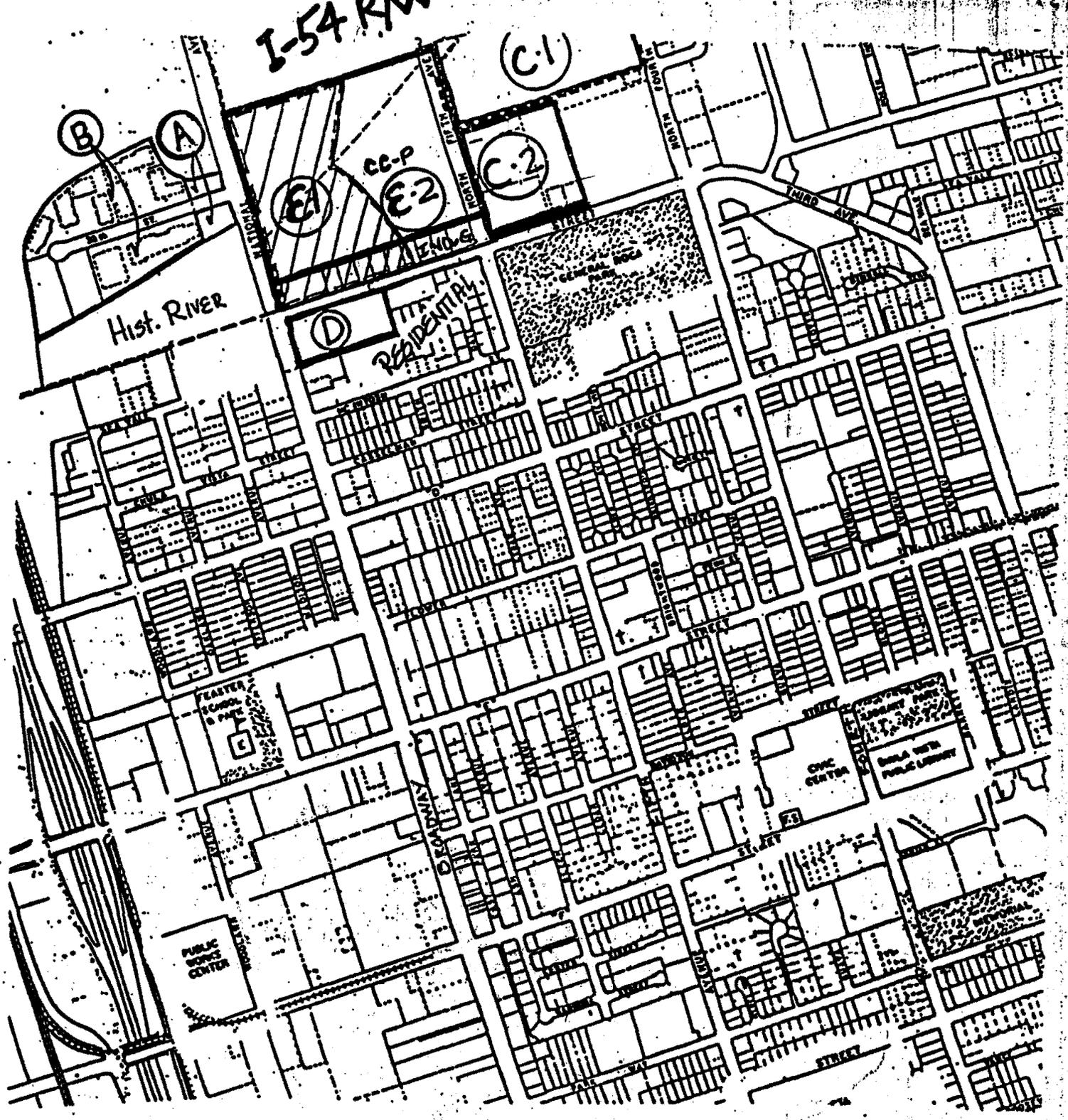
Executed this 19th day of March, 1996.



Beverly A. Authelet, City Clerk

Chula Vista
LCPA # 1-96
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I-54 RM



ADJACENT FREESTANDING SIGN HEIGHTS

- A Max. 75 ft. freeway oriented / 50 ft. other (National City Coastal Zone)
- B Max. 75 ft. freeway oriented / 70 ft. other (National City Coastal Zone)
- C1 Max. 50 ft.
- C2 Max. 35 ft.
- D Max. 35 ft.
- E1 Max. 10 ft. (LCPA #14 proposed change to Max. 35 ft.)
- E2 Max. 35 ft.



Inland Parcel, Subarea 4 Chula Vista Coastal Zone Boundary

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CITY REPORT
EXHIBIT B

CHULA VISTA
LCPA #1-96