

CALIFORNIA COASTAL COMMISSION

SAN DIEGO AREA
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SAN DIEGO, CA 92108-4402
(619) 767-2370



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original staff report

W27b

Addendum

January 6, 2015

To: Commissioners and Interested Persons

From: California Coastal Commission
San Diego Staff

Subject: Addendum to **Item W27b**, Coastal Commission Permit Application
#LCP-6-CII-14-0597-1 (Car Country Initiatives 2 and 4), for the
Commission Meeting of January 7-9, 2015

Attachment:

January 6, 2015, letter from City of Carlsbad regarding Item W27b

January 6, 2015

Ms. Deborah N. Lee
District Manager
California Coastal Commissioners
Suite 103
7575 Metropolitan Drive
San Diego, CA 92108-4421

SUBJECT: LCPA 12-01 – CAR COUNTRY INITIATIVES 2 & 4 – LCP-6-CII-14-0597-1 – ITEM W27B

Dear Coastal Commissioners and Ms. Lee,

In 2010, the City Council of the City of Carlsbad directed city staff to engage representatives of the Car Country dealerships with the goal of developing a list of improvements and recommendations that would address the needs and concerns of the dealerships. Over the next several years, this working group collaborated on dozens of suggestions which were presented to the City Council. The purpose of this Local Coastal Program amendment is to implement a number of the recommendations of the Car Country Carlsbad Working Group related specifically to updating the Car Country Sign Standards and streamlining the approval process for certain types of projects. City staff has had several productive discussions with California Coastal Commission (CCC) staff regarding the proposed amendments and suggested modifications, and have come to mutual understanding on a number of CCC staff's concerns, including consensus on Suggested Modifications No. 2, 4 and 5. We appreciate your staff's diligence and attention to this proposed LCPA.

However, the city and CCC staff were not able to come to agreement on Suggested Modifications No. 1 and No. 3. Suggested Modification No. 1 eliminates an existing provision in the sign program which allows an additional freestanding, wall or monument sign if there is more than one franchise on a lot. Suggested Modification No. 3 rejects a proposed height increase of 15 feet for the one freeway-oriented sign that identifies Car Country to motorists traveling on the I-5 freeway. The City of Carlsbad urges the Coastal Commission to reject these suggested modifications for the reasons listed below.

Suggested Modification No. 1

The Car Country sign standards for Franchise Signs currently allow one freestanding sign on a lot. The Carlsbad City Council approved a revision to this sign standard to allow a monument sign in addition to the freestanding sign.

There is also an existing standard that applies in instances where there is more than one franchise on a lot. This existing sign standard allows one additional freestanding, wall, or monument sign if more than one franchise is located on the lot.

After reviewing the CCC staff report, it is clear that there is a misunderstanding of the City's proposed revision related to Franchise Signs. The CCC staff report incorrectly states that the proposed sign revisions include "one additional freestanding, wall, or monument sign may be allowed if more than one dealership is located on a lot (franchise sign)." To the contrary, this is an existing provision which is extremely important to maintain because oftentimes, the parent company of an automotive franchise will not allow their brand to be co-located on a sign with other brands. Unfortunately, CCC staff's Suggested Modification No. 1 would eliminate the existing provisions for an additional freestanding or monument sign if more than one franchise is located in a lot; and instead, require co-location of multiple franchise signage on one freestanding sign. This suggested modification is unacceptable and the City urges the Coastal Commission to reject suggested Modification No. 1.

Suggested Modification 3 re: Increase in height for an existing Freeway Oriented Sign

The City is requesting a 15-foot increase in height for an existing regional commercial freeway-oriented sign that advertises the Car Country Carlsbad auto mall. The existing 35-foot tall freestanding sign has a sign area of 150 square feet and no changes are proposed to the allowable sign area. The sign is fairly visible from northbound I-5. However, visibility from southbound I-5 is impacted due to vegetation in the freeway median which is compounded by the distance from the southbound lanes to the sign on the east side of the freeway. Unfortunately, CalTrans does not regularly maintain these shrubs to ensure that the regional auto mall's sign is visible. The City provided visual simulations to CCC staff to illustrate how the determination was made that there would be no visual impact to coastal resources resulting from the request to increase the height of the sign from 35' to 50'. These visual simulations are included as an attachment to this letter.

The CCC staff report states that an increase in the height of the sign would not be consistent in maintaining existing views and panoramas as specified in LUP Policy 8-1; and that the proposed revision would be inconsistent with LUP Policy 8.5 which asserts that tall freestanding signs shall not be allowed in the Mello II segment of the City. The CCC staff analysis states that the proposed revisions to the sign program "*represent a potential for coastal resource impacts . . . through direct view blockage or general visual blight*" and would provide a "*stark contrast to the natural beauty of the lagoon.*" The City disagrees with these assertions and believes that there are extenuating circumstances that should be considered which support the requested height increase.

Car Country is located on the east side of the I-5 freeway south of Cannon Road, about ½ mile east of the Pacific Ocean. There are no views of the coast from the I-5 freeway in the vicinity of the Car Country auto mall and the Agua Hedionda Lagoon is not visible from northbound I-5 until at least ½ mile north of Cannon Road, and approximately one mile from the sign's location. The only public street that has a view of both the sign and the Pacific Ocean is Armada Drive which is about ½ mile east of the sign. However, the existing sign does not obstruct any public views of the ocean due to the topography of the land and the built environment. It is also clear from the visual exhibits that a 50' tall sign would not obstruct views of the coastline (See Exhibits 3 and 4). The Agua Hedionda Lagoon and the Pacific Ocean only become visible from northbound I-5 at a distance of approximately one mile or more past the sign and therefore, the proposed increase in sign height would not contrast with the beauty of the coastline or lagoon. Tall eucalyptus trees along the east side of the freeway block the view of the sign so that it is visible for only about eight seconds to northbound and southbound travelers. As such, the increased sign height would not degrade or result in visual blight of the I-5 corridor. The auto mall is a unique use that serves the

January 6, 2015

Page 3

region. Because unique sign standards have been approved for the auto mall, the requested increase in sign height would not set a precedent for other commercial uses along the I-5 corridor.

For these reasons, the City believes that requested increase in the height of the sign would have no adverse visual impact to existing views and panoramas as specified in LUP Policy 8-1 or LUP Policy 8-5. And the City respectfully requests that the Coastal Commission reject Suggested Modification No. 3.

In summary, it is important to note that CCC staff report acknowledges that the Car Country Sign Program allowed for greater flexibility and deviation from the citywide Sign Ordinance and the coastal sign standards established under Policy 8-5 of the Mello II LCP due to the uniqueness of Car Country in that it is the only location within Carlsbad where multiple car dealerships are concentrated into an auto mall. The Car Country Specific Plan was developed for a unique use in the City of Carlsbad and it contains unique sign standards that address the need to identify Car Country as a regional destination and as well as the need to identify individual dealerships. The city and the Car Country dealerships spent many months collaborating on these comprehensive revisions to the Car County Sign Standards. Please support the city's revisions allowing an additional monument sign on each lot and allowing an increase in sign height from 35 feet to 50 feet for the freeway oriented sign and reject CCC staff's Suggested Modification No. 1 and No. 3.

Sincerely,



DON NEU, AICP
City Planner

DN:BK:fn

c: Gary Barbario, Assistant City Manager
Glen Van Peski, Community & Economic Development Director
Dave de Cordova, Principal Planner
J. P. Paynter, Hoehen Motors
File Copy
Data Entry

Attachments: Exhibits 1-6

(Please note that Exhibits 1 and 2 have an "X" through the previously proposed 65' tall LED sign which was denied by the Carlsbad City Council.)



NORTHBOUND I-5 FREEWAY

EMI ELECTRO-MEDIA, INC.
 LAWRENCE - CALIFORNIA
 Phone Number: (510) 725-0810

YESCO.
 LOS ANGELES DIVISION
 YESCO Ball sign on Ave 100, Ave 100 to Ave, CA 90750
 Toll phone: 1 (800) 522-7962, Fax: (213) 522-4212
 www.yesco.com

CLIENT INFORMATION
 Name: Car Country Carlsbad
 Address: Carson Road and
 Paseo Del Norte
 Carlsbad, CA
 Sales Rep: Jerry Ramirez

DATE	BY	REVISION
NOTED	08/17/13	Start
DATE	BY	REVISION
DATE	08/21/13	By: JGR
DATE	07/16/13	By: JGR
DATE	08/01/13	By: JGR
DATE	08/01/13	By: JGR
DATE	11/06/13	By: JGR

CUSTOMER APPROVAL
 ACCEPTED WITH NO CHANGES
 ACCEPTED WITH CHANGE AS SHOWN
 REVISIONS REQUIRED AS SHOWN
 REVISIONS REQUIRED AS SHOWN

PRODUCTION APPROVAL

Design: **804793-4**
 Sheet: **5 of 6**

This sign is intended to be installed in accordance with the requirements of 49 CFR 658.106 of the National Traffic and Motor Vehicle Safety Act. The sign shall be produced in accordance with the requirements of 49 CFR 658.106 of the National Traffic and Motor Vehicle Safety Act. The sign shall be produced in accordance with the requirements of 49 CFR 658.106 of the National Traffic and Motor Vehicle Safety Act. The sign shall be produced in accordance with the requirements of 49 CFR 658.106 of the National Traffic and Motor Vehicle Safety Act.

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SOUTHBOUND I-5 FREEWAY

EMI
ELECTRA-MEDIA, INC.
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 Phone Number: (916) 255-0314

YESCO.

LOS ANGELES DIVISION
 10140 Wilshire Avenue, Beverly Hills, CA 90212
 Telephone: (310) 353-3663, Fax: (310) 353-3663
 www.yesco.com

CLIENT INFORMATION

Name: Cal County Council
 Address: 10000 Wilshire Blvd
 Room: Del Norte
 Culver City, CA
 Sales Exec: Danny Ramirez

DATE	BY	REVISION
NOTED	3/6/13	Heavy

REVISIONS

DATE	BY	REVISION
03/27/13	By KERR	- Revised design colors, per client comment
03/28/13	By KERR	- Revised color
04/10/13	By KERR	- Revised color
04/10/13	By KERR	- Revised color
04/10/13	By KERR	- Revised design calculations
04/10/13	By KERR	- Revised color

CUSTOMER APPROVAL

Client Name: _____ Date: _____
 Title: _____

PRODUCTION APPROVAL

Client Name: _____ Date: _____
 Title: _____

Design: **804793-4**

Sheet: **4 of 6**

This sign is the property of YESCO. It is to be used only for the project and location specified. It is not to be used for any other project or location. YESCO is not responsible for any damage to the sign or to the property of the client. YESCO is not responsible for any damage to the property of the client. YESCO is not responsible for any damage to the property of the client.

The design was created in accordance with the requirements of the California Sign Code. The design was created in accordance with the requirements of the California Sign Code. The design was created in accordance with the requirements of the California Sign Code.

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Approximate height of a 50' tall sign

Existing 35' tall sign as viewed from Armada Drive







CALIFORNIA COASTAL COMMISSION

SAN DIEGO AREA
7575 METROPOLITAN DRIVE, SUITE 103
SAN DIEGO, CA 92108-4421
(619) 767-2370



December 16, 2014

W27b

TO: COMMISSIONERS AND INTERESTED PERSONS

**FROM: SHERILYN SARB, DEPUTY DIRECTOR, SAN DIEGO COAST DISTRICT
DEBORAH LEE, DISTRICT MANAGER, SAN DIEGO COAST DISTRICT
RICK CASSWELL, COASTAL PLANNER, SAN DIEGO COAST DISTRICT**

**SUBJECT: STAFF RECOMMENDATION ON CITY OF CARLSBAD LCP
AMENDMENT NO. LCP-6-CII-14-0597-1 (Car Country Initiatives 2 and 4)
for Commission Meeting of January 7-9, 2015**

SYNOPSIS

The City of Carlsbad's Local Coastal Program (LCP) Amendment request #LCP-6-CII-14-0597-1 involves amendments to the City's Car Country Specific Plan, which in this case, is the primary component of the certified Implementation Plan (IP) for the Car Country regional auto mall, but also supplemented by the City's Zoning Ordinance. The proposed amendments would update the Car Country Comprehensive Sign Program by modifying the existing sign standards to provide greater flexibility in allowable signage, in addition to streamlining the permit and review process for minor improvements.

The subject request was filed as complete on June 26, 2014. Following the approval of a one year time extension request at the August 2014 Commission hearing, the Commission must act on the amendment request by no later than the August 2015 hearing. Initially, the subject amendment was scheduled for the October 2014 Commission hearing; however, the City requested a postponement to a later hearing to allow time to discuss the proposed suggested modifications. After meeting with the City and refining the proposed suggested modifications, the item has been rescheduled.

SUMMARY OF AMENDMENT REQUEST

The City of Carlsbad is requesting amendments to an element of the City's IP (which, in this case, is the Car Country Specific Plan) in order to implement revisions to the Plan. The proposed revisions include modifications to the Comprehensive Sign Program's existing signage provisions (Initiative 2) and streamlining of the review process for projects involving minor onsite improvements (Initiative 4). These proposed revisions were the result of a collaborative effort in 2010 between City staff and representatives of the dealerships within Car Country to make improvements to the Car Country Specific Plan. The proposed sign revisions (i.e. Initiative 2) would allow flexibility for each dealership to comply with franchise-specific sign requirements and to address on-site circulation needs, as well as establish a consistent design-theme for the auto mall. The

proposed sign revisions for Car Country include: minor text changes to reflect updated terminology and references, allowance for additional freestanding and monument signs for dealerships (franchise signage); provision for onsite directional signs and standards unique to Car Country; establishment of a maximum aggregate sign area for Car Country identification signs; and limitations on the maximum number of monument signs, as well as specific locations for those monument signs. In addition, the amendment includes a request for one 50 foot high, stand-alone, regional commercial sign in place of the existing provision for a “freeway oriented sign” of up to 35 feet in height.

Initiative 4 would simplify and streamline the approval process for minor site improvements and make text changes to clean up inconsistencies and provide clarity of interpretation within the Specific Plan text. Currently, any proposed onsite improvement requires approval of a Site Development Plan (SDP) by the Planning Commission at a public hearing. To streamline the review process, the City is proposing to reassign the approval authority to the lowest appropriate decision-making authority and to establish a minor administrative approval process (i.e. a Minor SDP). The Minor SDP would allow for administrative approvals by the City Planner for modifications and additions to existing facilities provided that the improvements are in full compliance with the provisions of the Specific Plan. In addition, a new category of “Exemptions” is being proposed. Exempt projects would be those that are considered to be minor improvements that are consistent with all development standards and all aspects of the Specific Plan, but would not require a SDP.

SUMMARY OF STAFF RECOMMENDATION

The Commission can only reject IP amendments where it can be shown that the amendment would be inconsistent with the certified Land Use Plan (LUP) and/or render the IP inadequate to carry out the LUP. Staff recommends denial of the amendment as proposed, and then approval of the amendment with five suggested modifications. Of these, two modifications have been specifically requested by the City, and the others are necessary to achieve consistency with the certified Mello II LUP, which is the applicable LCP segment in this instance.

The subject amendment includes substantial changes to the Car Country Specific Plan’s Comprehensive Sign Program (which is proposed to be renamed “Comprehensive Sign Standards”). Historically, the Commission’s primary concerns with sign standards are that the provisions would allow signage that could adversely impact scenic resources and viewsheds to and along the ocean, add to general visual clutter, or be out of character with the surrounding development.

The certified Mello II LUP has one specific policy (Policy 8-5) directly pertaining to signage. Policy 8-5 limits signage in the Coastal Zone (within the Mello II Segment) to: 1) one facade sign for each business; 2) one directory sign (no taller than 14ft.) for each shopping complex; and 3) one monument sign (8 ft. or less) on commercial establishments with three or less uses. In addition, tall freestanding, roof, and off-

premise signs are prohibited. However, the certified Car Country Specific Plan's sign program was originally established to provide for greater flexibility than the City's certified Sign Ordinance, and established signage provisions that were unique to Car Country. As a result, the existing sign standards within the Car Country Specific Plan's sign program are, for the most part, less restrictive than the provisions of Policy 8-5. Therefore, the Mello II LUP policies relating to visual resources also become a basis of review for the proposed revisions.

In the case of the Mello II LUP, Policy 8-1 is the applicable policy which relates to the maintenance of existing views. Visual resources are of significance given that Car Country is bounded by the Interstate 5 (I-5) freeway to the west and Cannon Road to the north. The I-5 freeway in San Diego County is a major coastal access link and scenic corridor with dramatic ocean views; it has been listed by Caltrans as an eligible state scenic highway and it is bounded by significantly less freeway-oriented signage than is evident in other neighboring counties. Although there are no ocean views immediately visible adjacent to Car Country, Agua Hedionda Lagoon is located less than one mile north of the northern boundary (Cannon Road) of Car Country and is soon visible from the I-5 freeway when driving northbound past Car Country. Additionally, Cannon Road is a major coastal access route and provides for views of Agua Hedionda Lagoon around the intersection of Car Country Drive.

The proposed Sign Standards have the potential to: increase the number of tall freestanding franchise (dealership) signs, add up to six entry monument signs around the Car Country perimeter entrances, add four wayfinding signs within the Car Country Specific Plan area, add onsite directional signs for each franchise, and increase the height of the freeway-facing regional commercial sign from 35 feet to 50 feet.

Suggested Modification No. 1 has been included because the subject amendment could increase the number of tall freestanding franchise signs (potentially visible from the I-5 freeway), which would be inconsistent with LUP Policies 8-1 and 8-5. This is because Policies 8-1 and 8-5 mandate that existing views shall be maintained and tall freestanding signs shall not be allowed, respectively. As such, **Suggested Modification No. 1** requires that if more than one franchise is located on one lot, signage for each franchise (dealership) shall be co-located on the existing freestanding and/or monument sign, with additional wall signs as necessary.

Suggested Modification No. 2 addresses the inconsistency of the proposed six off-premise entry monument signs (to be used for Car Country identification purposes) with Policies 8-1 and 8-5 of the LUP. Instead of allowing up to six entry monument signs at various entry points along the boundaries of Car Country, which could potentially include signs on the north side of Cannon Road, **Suggested Modification No. 2** permits up to six, double-faced, entry monument signs, which can be located on only the south side of Cannon Road where it intersects with Paseo Del Norte and Car Country Drive, as well as on the south side of Cannon Road in between these two intersections, and at the intersection of Paseo Del Norte and Car Country Drive. This modification also ensures that no commercial entity can advertise their services on such signs.

LUP Policies 8-1 and 8-5 set forth that existing views should be maintained and that tall freestanding signs shall not be allowed within the Mello II segment of the City. Additionally, north San Diego County has a distinct absence of tall freestanding signs or billboards, particularly along the I-5 freeway. The existing freeway-oriented, Car Country freestanding sign is a rare exception; although the current sign (at 35 feet in height) is at least below the height of adjacent trees and consistent with the height of the surrounding buildings. Furthermore, all the existing LCPs in San Diego County contain policies that either prohibit, or limit in height (to less than the existing 35 foot tall Car Country freestanding sign) tall freestanding, freeway-oriented signs, which has been highly effective in maintaining the I-5's scenic qualities. There are a number of hotels and other commercial uses adjacent to the I-5 freeway that currently rely on large wall signs for visibility from the freeway, but if an even higher (i.e. 50 foot) freeway-oriented, freestanding sign is approved for Car Country, it would establish an adverse precedent leading to future proposals for tall freestanding, freeway-oriented, signs for other hotels/commercial uses. Finally, the City's and proponents' rationale for the proposed increase in height of the freeway-oriented, freestanding sign for Car Country is that its visibility to southbound traffic is sometimes obscured by the central median vegetation. However, based on multiple trips along this corridor and staff's site visit analysis, the sign is easily visible to both southbound and northbound freeway traffic. As such, **Suggested Modification No. 3** includes language that maintains the regional commercial freestanding sign facing I-5 at the existing height limit of 35 feet, as established within the current Car Country Sign Program.

On March 25, 2014, the City Council acted to revoke the City's proposed ordinance to allow digital display signage. As such, digital display signage is now prohibited citywide. This action by the City Council was taken after the City made revisions to the Car Country Specific Plan in January 2014. Consequently, the City has requested the inclusion of additional revisions to delete the digital display provisions. Aside from the City's reconsideration of digital display signage, such signs would likely not be found in conformance with the certified LUP because they would be problematic due to their size and the associated potential to obstruct public views and they would introduce elements inconsistent with the surrounding character. **Suggested Modifications 4 & 5**, therefore, remove any reference to include digital signage as part of this proposed LCP amendment.

The five suggested modifications have been incorporated to ensure the protection of public views and scenic resources will be implemented by the Car Country Specific Plan's sign program. It is only through the inclusion of these revisions that the City's amendment can be found consistent with, and adequate to carry out, the certified policies of the City's Mello II LUP.

Finally, the proposed streamlining of the review process for development projects within Car Country (i.e. Initiative 4) is not expected to adversely impact coastal resources, due to the requirement of a Coastal Development Permit (CDP) (established under Part 2, Section I. D. and Part 3, Section II. C. of the amended Car Country Specific Plan) for all

development, unless found to be exempt from a CDP (pursuant to Carlsbad Municipal Code Chapter 21.201). Exempt projects would only apply to very minor development proposals, including: additions to existing buildings that would result in an increase of less than ten percent of the internal floor area of the existing building, construction of new buildings that would result in an increase of less than ten percent of the combined internal floor area of all existing onsite buildings, interior/exterior improvements that do not add square footage, and modifications to outdoor lighting plans. None of the key development standards, other than the height limit for the regional commercial sign that staff is recommending be rejected, are being modified. Therefore, the coastal development review process will ensure application of all the resource protection provisions of the certified LCP. As such, the proposed amendment would not impact coastal (public) access, visual resources, or sensitive biological resources.

The appropriate resolutions and motions begin on Page 7. The suggested modifications begin on Page 8. The findings for denial of the Implementation Plan Amendment as submitted begin on Page 10. The findings for approval of the amendment, if modified, begin on Page 15.

BACKGROUND

LCP Amendment #LCP-6-CII-14-0597-1 was submitted with LCP Amendment #LCP-6-CAR-14-0596-2 on April 16, 2014, and filed as complete on June 16, 2014. LCP Amendment #LCP-6-CAR-14-0596-2 was approved as submitted at the August 2014 Commission hearing. For the subject item, staff worked with City planners to address needed filing material, notably some visual analysis for the proposed sign revisions.

ADDITIONAL INFORMATION

Further information on the City of Carlsbad's LCP Amendment #LCP-6-CII-14-0597-1 may be obtained from Rick Casswell, Coastal Planner, at (619) 767-2370.

PART I. OVERVIEW

A. LCP HISTORY

The City of Carlsbad's certified LCP contains six geographic segments as follows: Agua Hedionda, Mello I, Mello II, West Batiquitos Lagoon/Sammis Properties, East Batiquitos Lagoon/Hunt Properties, and Village Redevelopment. Pursuant to Sections 30170(f) and 30171 of the Public Resources Code, the Coastal Commission prepared and approved two portions of the LCP, the Mello I and II segments in 1980 and 1981, respectively. The West Batiquitos Lagoon/ Sammis Properties segment was certified in 1985. The East Batiquitos Lagoon/Hunt Properties segment was certified in 1988. The Village Redevelopment Area LCP was certified in 1988; the City has been issuing coastal development permits there since that time. On October 21, 1997, the City assumed permit jurisdiction and has been issuing coastal development permits for all segments except Agua Hedionda. The Agua Hedionda Lagoon LCP segment is a deferred certification area until an implementation plan for that segment is certified. The Car Country Specific Plan, which was certified in November 2006, acts, in part, as the Implementation Plan (IP) for the Car Country Auto Center, which is located within the Mello II segment of the City. Therefore, this amendment modifies the City's IP only.

B. STANDARD OF REVIEW

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

Section 30503 of the Coastal Act requires local governments to provide the public with maximum opportunities to participate in the development of the LCP amendment prior to its submittal to the Commission for review. The City has held Planning Commission and City Council meetings with regard to the subject amendment request. All of those 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

Following a public hearing, staff recommends the Commission adopt the following resolution and findings. The appropriate motion to introduce the resolution and a staff recommendation are provided.

- I. MOTION I:** *I move that the Commission reject the Implementation Program Amendment for City of Carlsbad LCPA No. LCP-6-CII-14-0597-1 as submitted.*

STAFF RECOMMENDATION OF REJECTION:

Staff recommends a **YES** vote. Passage of this motion will result in rejection of Implementation Program and the adoption of the following resolution and findings. The motion passes only by an affirmative vote of a majority of the Commissioners present.

RESOLUTION TO DENY CERTIFICATION OF THE IMPLEMENTATION PROGRAM AS SUBMITTED:

The Commission hereby denies certification of the Implementation Program Amendment submitted for the City of Carlsbad and adopts the findings set forth below on grounds that the Implementation Program as submitted does not conform with, and is inadequate to carry out, the provisions of the certified Land Use Plan. Certification of the Implementation Program would not meet the requirements of the California Environmental Quality Act as there are feasible alternatives and mitigation measures that would substantially lessen the significant adverse impacts on the environment that will result from certification of the Implementation Program as submitted

- II. MOTION II:** *I move that the Commission certify the Implementation Program Amendment for City of Carlsbad LCPA No. LCP-6-CII-14-0597-1, if it is modified as suggested in this staff report.*

STAFF RECOMMENDATION:

Staff recommends a **YES** vote. Passage of this motion will result in certification of the Implementation Program Amendment with suggested modifications and the adoption of the following resolution and findings. The motion passes only by an affirmative vote of a majority of the Commissioners present.

RESOLUTION TO CERTIFY THE IMPLEMENTATION PROGRAM AMENDMENT WITH SUGGESTED MODIFICATIONS:

The Commission hereby certifies the Implementation Program Amendment for the City of Carlsbad if modified as suggested and adopts the findings set forth below on grounds that the Implementation Program Amendment, with the suggested modifications, conforms with and is adequate to carry out the certified Land Use Plan. Certification of

the Implementation Program Amendment if modified as suggested complies with the California Environmental Quality Act, because either 1) feasible mitigation measures and/or alternatives have been incorporated to substantially lessen any significant adverse effects of the Implementation Program Amendment on the environment, or 2) there are no further feasible alternatives and mitigation measures that would substantially lessen any significant adverse impacts on the environment.

PART III. SUGGESTED MODIFICATIONS

Staff recommends the following suggested revisions to the proposed Implementation Plan be adopted. The underlined sections represent language that the Commission suggests be added, and the ~~strike-out~~ sections represent language which the Commission suggests be deleted from the language as originally submitted.

1. Modify Comprehensive Sign Standards, Part 4, Section C. Franchise Signs, subsection 2 as follows:

2. If more than one franchise is located on one lot, ~~an additional freestanding sign, wall, or monument may be allowed.~~ signage for additional franchises shall be co-located on the existing freestanding and/or monument sign, with additional wall signs as necessary. Such signs shall meet the following criteria:

[...] (no further edits to this section)

2. Modify Comprehensive Sign Standards, Part 4, Section F, Car Country Identification Signs, subsection 4 as follows:

4. Entry Monument Signs

- a. Up to six entry monument signs that specifically identify Car Country as a whole may be allowed. Individual dealership or other commercial entity names/logos are not permitted on these signs.
- b. The entry monument signs shall be allowed at or near the primary entry points to Car Country at:
 - Cannon Road (south side only)/Paseo Del Norte
 - Cannon Road (south side only)/Car Country Drive
 - Paseo Del Norte/Car Country Drive
 - Cannon Road (south side only) between Car Country Drive and Paseo Del Norte

- b. ~~c.~~ Signs may be located on new or existing site/retaining walls or they may be constructed as freestanding monument signs.
- e. ~~d.~~ Entry monument signs shall not exceed eight feet in height.
- d. ~~e.~~ The sign area for any individual entry monument sign shall not exceed 60 square feet.

3. Modify Comprehensive Sign Standards, Part 4, Section G. Regional Commercial Sign, subsection 2 as follows:

1. Only one regional commercial sign shall be permitted within the Car Country Specific Plan Area. The primary purpose of the sign, which may be oriented to Interstate 5, shall be to advertise the entire Car Country development.
2. This sign shall not exceed ~~50~~35 feet in height and 150 square feet of static sign area. [...]

4. Modify Comprehensive Sign Standards, Part 4, Section G. Regional Commercial Sign, subsection 4 as follows:

~~4. Digital Display Sign~~

- ~~a. A digital display sign may be located on the regional commercial sign subject to the approval of a Conditional Use Permit by the City Council.~~
- ~~b. The overall height of the regional commercial sign shall not exceed 65 feet and the digital display sign area shall not exceed 625 square feet (25 ft. height x 25 ft. width). The design, the size of the digital display area and the overall sign height shall be reviewed through the Conditional Use Permit process.~~
- ~~c. The Conditional Use Permit will include detailed digital display sign development standards. Specific operational details of the sign (i.e.: the "dwell time", the time of transition between messages and the brightness of the screen) will be decided through approval of the Conditional Use Permit by the City Council.~~
- ~~d. The digital display sign shall be designed so as not to create a potentially significant safety impact to motorists and other highway users due to light and glare. At a maximum, the light output shall not exceed the limits imposed under California Vehicle Code Section 21466.5 (Light Impairing Drivers Vision) or the recommendations of the Outdoor Advertising Association of America (OAAA), whichever is more restrictive. Light levels emitted from the digital display sign shall be set~~

~~to adjust, based on ambient light conditions at any given time (i.e., night versus daytime).~~

- ~~e. The Conditional Use Permit application shall include documentation that the digital display sign has been submitted to the Airport Land Use Commission for an obstruction analysis by the FAA to ensure that there are no conflicts with the height and size of the sign or any concerns related to reception.~~

5. Modify Comprehensive Sign Standards, Part 4, Section G. Regional Commercial Sign, subsection 5 as follows:

5. Coastal Development Permit

Any Regional Commercial/~~Digital Display~~ Sign proposal requires the approval of a coastal development permit and must be consistent with all applicable policies and requirements of the certified Local Coastal Program.

PART IV. FINDINGS FOR REJECTION OF THE CITY OF CARLSBAD IMPLEMENTATION PLAN AMENDMENT, AS SUBMITTED

A. AMENDMENT DESCRIPTION

This request involves a city-initiated LCP amendment to the Car Country Specific Plan, which is certified as part of its LCP Implementation Plan. No changes to the City's certified LCP Land Use Plans are proposed herein.

The City of Carlsbad is requesting amendments to part of the City's IP in order to implement revisions to the Car Country Specific Plan. The revisions include modifications to the Comprehensive Sign Program's existing sign standards (Initiative 2) and streamlining of the review process for projects involving minor onsite improvements (Initiative 4).

Specifically, the proposed modifications to the Comprehensive Sign Program (i.e. Initiative 2) would allow for greater flexibility for each dealership to comply with franchise-specific sign requirements and to address on-site circulation needs, as well as establish a consistent design-theme for the auto mall. The proposed sign revisions for Car Country include:

- minor text changes to reflect updated terminology and references (such as "Comprehensive Sign Program" changing to "Comprehensive Sign Standards");
- one additional freestanding, wall or monument sign may be allowed if more than one dealership is located on one lot (franchise signage);

- addition of onsite directional signage, unique to Car Country (involving non-commercial messages and directional symbols only, with signs limited to six feet in height and six square feet per sign, and no more than three signs per driveway entrance);
- Car Country identification signs (permitting “Entry Monument Signs” and “Wayfinding Signs” within the boundaries of Car Country, with a maximum aggregate sign area of 600 square feet and a unified design theme complementary to the existing Spanish/Mediterranean architecture of Car Country). Entry monument signs would be limited to six signs, to be located at or near the primary entry points to Car Country, with a maximum height of eight feet and a maximum area of 60 square feet per monument sign. Wayfinding signs would be limited to a maximum of four signs, to be located at secondary intersections, midblock locations, or other appropriate locations, with a maximum height of fourteen feet and a maximum area of 60 square feet per sign, with unified sign copy;
- a regional commercial sign (previously identified as a “freeway oriented sign”, with a maximum height of 35 feet) of up to 50 feet in height;
- and the requirement that any regional commercial sign must be approved through a Coastal Development Permit (CDP) and be consistent with the City’s LCP .

Initiative 4 would simplify and streamline the approval process for minor site improvements and make text changes to clean up inconsistencies and provide clarity of interpretation within the Specific Plan text. Currently, any proposed onsite improvement requires approval of a Site Development Plan (SDP) by the Planning Commission at a public hearing. To streamline the review process, the City is proposing to reassign the approval authority to the lowest appropriate decision-making authority (pursuant to Section I. C. of the Specific Plan’s General Requirements) and establish a minor administrative approval process (i.e. a Minor SDP). The Minor SDP would allow for administrative approvals by the City Planner for modifications and additions to existing facilities provided that the improvements are in full compliance with the provisions of the Specific Plan. A Minor SDP would apply to projects involving an addition to an existing building that would result in an increase of between ten and fifty percent of the internal floor of the existing building and construction of new buildings that would result in an increase of between ten and fifty percent of the combined internal floor area of all existing onsite buildings.

In addition, a new category, “Exemptions”, is being proposed. Exempt projects (i.e. those exempt from a SDP) would be those that are considered to be minor improvements that are consistent with all development standards and all aspects of the Specific Plan, and could be approved in conjunction with a building permit. Such projects would include: any addition to an existing building that would result in an increase of less than ten percent of the internal floor area of the existing building, construction of new buildings that would result in an increase of less than ten percent of the combined internal floor area of all existing onsite buildings, interior/exterior improvements that do not add square footage, and modifications to outdoor lighting plans. A SDP (and

Planning Commission approval) would still be required for all projects involving any improvement to a building that would result in an increase of more than fifty percent of the internal floor area of an existing building, construction of new buildings that would result in an increase of more than fifty percent of the combined internal floor area of all existing onsite buildings, and construction of any new building(s) or permanent physical improvements on a vacant lot. Additionally, references to the requirement of a CDP for all new development projects (including those projects exempted from a SDP), unless found to be exempt from a CDP (pursuant to Carlsbad Municipal Code Chapter 21.201) are also included in Section I. D. of the Specific Plan's General Requirements and Section II. C. of the Specific Plan's Development Review Process.

B. FINDINGS FOR REJECTION

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.

a) Purpose and Intent of the Ordinance

The purpose of the ordinance is to update the Car Country Comprehensive Sign Standards by modifying the existing sign standards to provide a greater flexibility in allowable signage, in addition to streamlining the permit and review process for minor improvements.

b) Major Provisions of the Ordinance

The major provisions of the proposed ordinance would allow:

- additional freestanding, wall, or monuments signs if more than one dealership is located on one lot;
- Car Country identification signs (both entry monument signs and wayfinding signs); and
- a 50 foot high, stand-alone, regional commercial sign, facing the I-5 freeway;

c) Adequacy of the Ordinance to Implement the Certified LUP

The Commission can only reject such amendments where it can be shown that the amendment would be inconsistent with the certified Land Use Plan (LUP) and/or render the Implementation Program (IP) inadequate to carry out the LUP. In this case, the applicable LUP is the Mello II segment.

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Applicable Land Use Plan Policies

Land Use - Mello II

Policy 8-1 (Site Development Review):

The Scenic Preservation Overlay Zone should be applied where necessary throughout the Carlsbad Coastal Zone to assure the maintenance of existing views and panoramas. Sites considered for development should undergo individual review to determine if the proposed development will obstruct views or otherwise damage the visual beauty of the area. The Planning Commission should enforce appropriate height limitations and see-through construction, as well as minimize alterations to topography.

Policy 8-5 (Signage):

On premise signs should be designed as an integral part of new development in addition:

- (A) Each business or establishment shall be entitled to one facade sign.
- (B) Each shopping complex shall have only one directory sign which shall not exceed fifteen feet in height, including mounding.
- (C) Monument sign height including mounding shall not exceed eight feet tall and shall apply where three or fewer commercial establishments exist on a parcel.
- (D) Tall freestanding and roof signs shall not be allowed.
- (E) Off-premises signs shall not be allowed.
- (F) Current City regulations shall govern the number of square feet in each permitted sign.

d) Specific Findings for Denial.

The Commission must reject amendments where it can be shown that the amendment would be inconsistent with the certified Land Use Plan (LUP) and/or render the Implementation Program (IP) inadequate to carry out the LUP. In this case, the updated Sign Program regulations cannot be found consistent with the certified LUP and therefore must be rejected as submitted.

As is the case with revisions to other sign programs or sign ordinances, the Commission is typically concerned with the potential for the proposed revisions to result in impacts to coastal views, scenic resources, and community character. Car Country is bounded by the Interstate 5 (I-5) freeway to the west and Cannon Road to the north, while signage located along Paseo del Norte is also sporadically visible to predominantly northbound, but also southbound, traffic on the I-5. The I-5 freeway in San Diego County is a major coastal access linkage and scenic corridor with dramatic ocean views; it has been listed by Caltrans as an eligible state scenic highway, with significantly less freeway-oriented signage than is evident in other neighboring counties. Although there are no ocean views immediately visible adjacent to Car Country, Agua Hedionda Lagoon is located less than one mile north of the northern boundary (Cannon Road) of Car Country and is soon

visible from the I-5 freeway when driving northbound past Car Country. Given the scenic value of the Agua Hedionda Lagoon, adding additional signage that is visible from the I-5, or increasing the height of the freeway-oriented sign, in such close proximity would provide a stark contrast to the natural beauty of the lagoon. Additionally, Cannon Road is a major coastal access route and provides for views of Agua Hedionda Lagoon around the intersection of Car Country Drive.

When first approved, the certified Car Country Sign Program allowed for greater flexibility and deviation from the citywide Sign Ordinance and the coastal sign standards established under Policy 8-5 of the Mello II LUP. This is due to the uniqueness of Car Country, in that it is the only location within the City of Carlsbad where multiple car dealerships are concentrated into an auto mall. Two of the major deviations from Policy 8-5 already incorporated into the Specific Plan are the allowance for tall freestanding signs and off-premise signs. The existing Car Country Sign Program permits one freestanding sign per lot of up to 35 feet in height, including one freestanding sign which may be oriented to I-5. However, the proposed revisions to the sign program would involve allowing either an additional freestanding sign (of up to 35 feet in height), monument sign (of up to 8 feet in height) or wall sign per lot when more than one dealership (franchise) is located on the same lot. Therefore, for lots with more than one dealership located thereon, up to two 35 foot high freestanding signs could be located on those lots and be visible from the I-5 – adding to visual clutter of signage when viewed from both sides of the freeway. This provision would also further the sign program's deviation from LUP Policy 8-5's sign standards, in that the number of tall freestanding signs could potentially double at certain locations.

The proposed increase in height (from 35 feet to 50 feet) for the regional commercial freestanding sign, specifically allowed to be freeway-oriented, would also deviate further from LUP Policy 8-5. Furthermore, the proposed increase in height would also set an adverse precedent for all sign programs in San Diego County's coastal zone, especially for any future freeway-facing signage. Additionally, both the potential increase in the number of tall freestanding signs and the increase in height of the regional commercial freestanding sign facing I-5 would not be consistent in maintaining existing views and panoramas, as specified in LUP Policy 8-1. These proposed changes would also not be consistent with LUP Policy 8-5, which asserts that tall freestanding signs shall not be allowed within the Mello II segment of the City. North San Diego County has a distinct absence of tall freestanding signs or billboards, particularly along the I-5 freeway. The existing freeway-oriented, Car Country freestanding sign is a rare exception; although the current sign (at 35 feet in height) is at least below the height of adjacent trees and consistent with the height of the surrounding buildings. The overwhelming majority of LCPs in San Diego County contain policies that either prohibit, or limit in height (to less than the existing 35 foot tall Car Country freestanding sign) tall freestanding, freeway-oriented signs, which has been highly effective in maintaining the I-5's scenic qualities. Notably, there are a number of hotels and other commercial uses adjacent to the I-5 freeway that currently rely on large wall signs for visibility from the freeway. However, if an even higher (i.e. 50 foot) freeway-oriented, freestanding sign is approved for Car Country, it would establish an adverse precedent

leading to future proposals for tall freestanding, freeway-oriented, signs for other hotels/commercial uses. Finally, the City's and proponents' rationale for the proposed increase in height of the freeway-oriented, freestanding sign for Car Country is that its visibility to southbound traffic is sometimes obscured by the central median vegetation. However, based on multiple trips along this corridor and visual analyses, the sign is easily visible to both southbound and northbound freeway traffic.

Similarly, Car Country identification signage, if allowed on both the north and south sides of Cannon Road, would also be inconsistent with Policy 8-5's prohibition of off-site signs and Policy 8-1's intent to assure the maintenance of existing views and panoramas. This is because the north side of Cannon Road is not part of the Car Country properties, and any signage located there would, therefore, constitute off-premise signage and be in non-compliance with Policy 8-5. Additionally, the north side of Cannon Road, which is a major coastal access route with views of Agua Hedionda, allows for views towards Agua Hedionda Lagoon, and any monument signs located along the north side of Cannon Road would detract from these views – thus representing an inconsistency with Policy 8-1. Therefore, allowing up to six, double-faced, entry monument signs, which can be located on only the south side of Cannon Road where it intersects with Paseo Del Norte and Car Country Drive, as well as on the south side of Cannon Road in between these two intersections, and at the intersection of Paseo Del Norte and Car Country Drive, would avoid this potential view impact and maintain consistency with Policies 8-1 and 8-5.

Over proliferation of signage within the Coastal Zone portion of Carlsbad is minimal, but Car Country's existing sign program currently allows for less restrictive sign controls than for other commercial uses. Therefore, the proposed revisions to the sign program represent a potential for coastal resource impacts in the Coastal Zone, through direct view blockage or general visual blight associated with the construction of more freestanding signs, off-site signage, and a taller freeway-oriented, freestanding sign which is inconsistent with the City's LCP.

PART V. FINDINGS FOR APPROVAL OF THE CITY OF CARLSBAD IMPLEMENTATION PLAN AMENDMENT, IF MODIFIED

For the reasons stated in Section IV above, as proposed, the LCP amendment cannot be found consistent with the City's certified Mello II LUP. As such, five suggested modifications have been included to bring the City's Implementation Plan into consistency with said LUP.

Suggested Modification No. 1 has been included because the LCP amendment could increase the number of tall freestanding signs (potentially visible from the I-5 freeway), which would be inconsistent with LUP Policies 8-1 and 8-5. As such, **Suggested Modification No. 1** requires that if more than one franchise is located on one lot, signage for each franchise (dealership) shall be co-located on the existing freestanding and/or monument sign, with additional wall signs as necessary.

Suggested Modification No. 2 addresses the inconsistency of the proposed six off-premise entry monument signs (to be used for Car Country identification purposes) with Policies 8-1 and 8-5 of the LUP. Instead of allowing up to six entry monument signs at various entry points along the boundaries of Car Country, which could potentially include signs on the north side of Cannon Road, **Suggested Modification No. 2** permits up to six, double-faced, entry monument signs, which can be located on only the south side of Cannon Road where it intersects with Paseo Del Norte and Car Country Drive, as well as on the south side of Cannon Road in between these two intersections, and at the intersection of Paseo Del Norte and Car Country Drive. This modification also ensures that no commercial entity can advertise their services on such signs.

LUP Policies 8-1 and 8-5 set forth that existing views should be maintained and that tall freestanding signs shall not be allowed within the Mello II segment of the City. Additionally, north San Diego County has a distinct absence of tall freestanding signs or billboards, particularly along the I-5 freeway. The existing Car Country sign freeway-oriented freestanding sign is a rare exception to this pattern of development. Furthermore, the overwhelming majority of LCPs in San Diego County contain policies that either prohibit, or limit in height, any tall freestanding, freeway-oriented signs, which has been highly effective in maintaining the I-5's scenic qualities. Also, there are a number of hotels and other commercial uses adjacent to the I-5 freeway that currently rely on large wall signs for visibility from the freeway, but if an even higher (i.e. 50 foot) freeway-oriented, freestanding sign is approved for Car Country, it would establish an adverse precedent which could lead to future proposals for tall freestanding, freeway-oriented, signs from those hotels/commercial uses. Finally, the primary reason for the proposed increase in height of the freeway-oriented sign for Car Country was that its visibility to southbound traffic is sometimes obscured by the central median vegetation. However, multiple trips along the corridor and visual analyses document that the sign is easily visible to all northbound and southbound freeway traffic. As such, **Suggested Modification No. 3** includes language that maintains the freeway-oriented, regional commercial sign at the existing height limit of 35 feet, as established within the current Car Country Sign Program. All four of these suggested modifications would offer an increased flexibility of signage within the Car Country Specific Plan area, but will minimize impacts to coastal resources, public views and community character (consistent with the City's LCP).

In addition, the City's LCP amendment contains language that would allow for the construction of digital display signage under certain circumstances. However, the City has subsequently decided to not support digital display signage and is now requesting that the code language permitting digital display signage be removed from the subject amendment. As such, **Suggested Modification Nos. 4 & 5** removes any reference to include digital signage as part of this proposed LCP amendment. In this case, the City's ultimate determination to disallow digital display signage is more consistent with the certified LUP and efforts to avoid visual clutter and maintain the scenic amenities of the I-5 corridor.

The inclusion of onsite directional signage by the proposed LCP Amendment is not expected to negatively impact visual resources, due to the limited size (a maximum of 6 square feet per sign) of the signs and onsite location, which means they will not be visible from the I-5 freeway or Cannon Road.

Finally, the proposed streamlining of the review process for development projects within Car Country (i.e. Initiative 4) is not expected to adversely impact coastal resources, due to the requirement of a CDP (established under Section I. D. of the Specific Plan's General Requirements and Section II. C. of the Specific Plan's Development Review Process) for all development (including projects exempted from a SDP), unless found to be exempt from a CDP (pursuant to Carlsbad Municipal Code Chapter 21.201). Such projects would still be required to comply with the 35 foot building height limitation, setbacks and other development standards, and through the Coastal Development Permit review process, potential impacts to coastal (public) access, visual resources or sensitive biological resources would be avoided.

In conclusion, the City is proposing revisions to expand the flexibility of signage within the Car Country Specific Plan Sign Program along with streamlining the permit review process for development projects within Car Country. The proposed amendment's sign program revisions have the potential to raise concerns pertaining to the amendment's consistency with the City's certified Mello II LUP (specifically to signage and public views/scenic resources). Consequently, five suggested modifications have been incorporated to ensure the protection of public views and scenic resources. It is only through the inclusion of these revisions that the City's amendment can be found consistent with and adequate to carry out the certified policies of the City's Mello II LUP.

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

Section 21080.9 of the California Environmental Quality Act (CEQA) exempts local government from the requirement of preparing an environmental impact report (EIR) in connection with its activities and approvals necessary for the preparation and adoption of a local coastal program. The Commission's Local Coastal Program (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 its review of an LCP or LCP amendment submittal, instead requiring the Commission to prepare a functional equivalent environmental analysis document consistent with its certified program.

At the local level, in connection with the revisions to the Car Country Specific Plan, the City determined that the subject LCP amendment is exempt from environmental review pursuant to CEQA Section 15061(b)3, where it exempts projects, "...where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment." The City asserts that the changes proposed by

this amendment are primarily procedural in nature, are not substantial, and will not significantly affect the existing development standards in the Zoning Ordinance; therefore, the project will not result in a significant effect on the environment.

Nevertheless, the Commission is required, in a LCP submittal or, as in this case, a LCP amendment submittal, to find that the approval of the proposed LCP, or LCP, as amended, conforms to CEQA provisions, including the requirement in CEQA section 21080.5(d)(2)(A) that the amended LCP will not be approved or adopted as proposed if there are feasible alternative or feasible mitigation measures available which would substantially lessen any significant adverse impact which the activity may have on the environment. (14 C.C.R. §§ 13542(a), 13540(f), and 13555(b)). The Commission finds that approval of the proposed LCP amendment, as submitted, would result in specific impacts under the meaning of the California Environmental Quality Act. Specifically, the proposed LCP amendment is inconsistent with the certified LUP and could result in potential impacts to scenic resources and public views, as well as signage that is out of scale/character with the surrounding community. However, with the inclusion of the suggested modifications, the revised sign ordinance would not result in significant impacts to the environment within the meaning of the California Environmental Quality Act. Therefore, the Commission finds that approval of the LCP amendment will not result in any significant adverse environmental impacts.

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RESOLUTION NO. 2014-052

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARLSBAD, CALIFORNIA, APPROVING A LOCAL COASTAL PROGRAM AMENDMENT FOR THE CAR COUNTRY SPECIFIC PLAN SP 19(J) TO 1) UPDATE THE CAR COUNTRY COMPREHENSIVE SIGN PROGRAM BY MODIFYING THE EXISTING SIGN STANDARDS, AND 2) TO STREAMLINE THE PERMIT AND REVIEW PROCESS FOR MINOR IMPROVEMENTS ON PROPERTY GENERALLY LOCATED ON THE SOUTH SIDE OF CANNON ROAD, NORTH AND WEST OF CAR COUNTRY DRIVE, AND EAST OF INTERSTATE 5 WITHIN THE MELLO II SEGMENT OF THE LOCAL COASTAL PROGRAM AND LOCAL FACILITIES MANAGEMENT ZONE 3.

CASE NAME: CAR COUNTRY INITIATIVES 2 & 4

CASE NO: LCPA 12-01

The City Council of the City of Carlsbad, California, does hereby resolve as follows:


WHEREAS, pursuant to the provisions of the Municipal Code, the Planning Commission did, on January 15, 2014, hold a duly noticed public hearing as prescribed by law to consider a Local Coastal Program Amendment (LCPA 12-01), and adopted Planning Commission Resolution No. 7032 recommending to the City Council approval of LCPA 12-01; and

WHEREAS, the City Council did on the 25th day of March, 2014 hold a duly noticed public hearing as prescribed by law to consider the Local Coastal Program Amendment; and

WHEREAS, at said public hearing, upon hearing and considering all testimony and arguments, if any, of all persons desiring to be heard, the City Council considered all factors relating to the Local Coastal Program Amendment.

NOW, THEREFORE, the City Council of the City of Carlsbad, California does hereby resolve as follows:

- 1. That the above recitations are true and correct.

EXHIBIT NO. 1
APPLICATION NO.
LCP-6-CII-14-0597-1
(Car Country Specific Plan)
Resolution
 California Coastal Commission

ORDINANCE NO. CS-248

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CARLSBAD, CALIFORNIA, APPROVING AN AMENDMENT TO THE CAR COUNTRY SPECIFIC PLAN, SP 19(J) TO 1) UPDATE THE CAR COUNTRY COMPREHENSIVE SIGN PROGRAM BY MODIFYING THE EXISTING SIGN STANDARDS AND 2) TO STREAMLINE THE PERMIT AND REVIEW PROCESS FOR MINOR IMPROVEMENTS.

CASE NAME: CAR COUNTRY INITIATIVES 2 & 4

CASE NO.: SP 19(J)

The City Council of the City of Carlsbad, California, does ordain as follows:

WHEREAS, the City Council approved the Car Country Specific Plan SP 19 on January 18, 1972 by adopting Ordinance No. 9288; and

WHEREAS, the City Council approved an amendment to the Car Country Specific Plan SP 19(A) on June 19, 1984 by adopting Ordinance No. 9720; and

WHEREAS, the City Council approved an amendment to the Car Country Specific Plan SP 19(B) on January 22, 1985 by adopting Ordinance No. 9734; and

WHEREAS, the City Council approved an expansion to the Car Country Specific Plan SP 19(C) on December 22, 1987 by adopting Ordinance No. 9842; and

WHEREAS, the City Council approved an amendment to the Car Country Specific Plan SP 19(D) on October 6, 1992 by adopting Ordinance No. NS-214; and

WHEREAS, the City Council approved an amendment to the Car Country Specific Plan SP 19(E) on August 20, 1991 by adopting Ordinance No. NS-116; and

WHEREAS, an application for an amendment to the Car Country Specific Plan SP 19(F) was applied for and withdrawn; and

WHEREAS, the City Council approved an amendment to the Car Country Specific Plan SP 19(G) on June 27, 1995 and July 18, 1995 by adopting Ordinance No. NS-315 and NS-317, respectively; and

WHEREAS, the City Council denied an amendment to the Car Country Specific Plan SP 19(H) on April 23, 1996 by adopting City Council Resolution 96-141; and

EXHIBIT NO. 2
APPLICATION NO.
LCP-6-CII-14-0597-1
(Car Country Specific Plan)
Ordinance
 California Coastal Commission

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**CAR COUNTRY
CARLSBAD**

SPECIFIC PLAN 19 (H)

SPECIFIC PLAN AMENDMENT SP 19(J)
JANUARY 15, 2014

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double underlined text is relocated text

EXHIBIT NO. 3

APPLICATION NO.

LCP-6-CII-14-0597-1

(Car Country Specific Plan)

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California Coastal Commission

TRI-CITY AUTO CENTER
SP-19

(Develop 50 acre auto center consisting of six dealers having nine major lines of automobiles, east of I-5, south of Cannon Road and north of Palomar Airport Road)

APPROVED BY:
City Council Ordinance #9288, January 18, 1972

CAR COUNTRY
SP-19(A)

(Implement development standards; including signage)

APPROVED BY:
Planning Commission Resolution #2274, May 9, 1984
City Council Ordinance #9720, June 19, 1984

SP-19(B)

(To allow the Planning Commission to consider minor modifications to Sec. 21.41.075(b) of the Sign Ordinance)

APPROVED BY:
Planning Commission Resolution #2340, August 22, 1984
City Council Ordinance #9734, January 22, 1985

SP-19(C)

(35 acre expansion to existing Car Country, South of Cannon Road, east of Paseo Del Norte, north of Palomar Airport Road)

APPROVED BY:
Planning Commission Resolution #2692, November 12, 1987
City Council Ordinance #9842, December 22, 1987

SP-19(D)

(Expanding additional automotive services for four lots to allow development and revenues to the City of Carlsbad until the economics and dealerships are available)

APPROVED BY:

City Council Ordinance #NS-214, October 6, 1992

SP-19(E)

(Deli - primarily for the use of tenants and customers of Car Country Plaza)

APPROVED BY:

Planning Commission Resolution #3220, May 15, 1991
City Council Ordinance #NS-166, August 20, 1991

SP-19(F)

(Used car dealership and car wash with non self-serve gas pumps)

WITHDRAWN: October 7, 1991

SP-19(G)

(Comprehensive Sign Program for Car Country Specific Plan)

APPROVED BY:

Planning Commission Resolution #3750, April 19, 1995
City Council Ordinance #NS-315, June 27, 1995
City Council Ordinance #NS-317, July 18, 1995

SP-19(H)

(Expansion to include new offices, service bays & parking)

DENIED BY:

Planning Commission Resolution #3889, January 17, 1996
City Council Resolution #96-141, April 23, 1996

SP-19(I)

(Modification to parking standard and addition of standards for the
development of parking structures)

APPROVED BY:

Planning Commission Resolution #6042, March 15, 2006
City Council Ordinance #NS-799, April 18, 2006

SP-19(J)

(Modifications to approval process and provisions for signs)

APPROVED BY:

Planning Commission Resolution #
City Council Ordinance #

**CAR COUNTRY CARLSBAD
SPECIFIC PLAN 19**

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CAR COUNTRY CARLSBAD
SPECIFIC PLAN 19

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I. INTRODUCTION

A. Purpose and Organization

This Car Country Carlsbad Specific Plan sets forth the zoning and development plan for the Car Country Auto and Shopping Center. The document's primary function is to provide a comprehensive description of land use, design guidelines, development standards and implementation programs to direct future development. The specific plan will provide the necessary regulations so that subsequent development applications, consistent with this document, may be processed and approved by the City as a part of a comprehensive planning effort.

The Car Country Auto and Shopping Center is a planned commercial development featuring a combination of new car dealerships with other commercial enterprises. The center contains approximately 78 acres and is located north of Palomar Airport Road, south of Cannon Road and immediately adjacent to the east side of the I-5 corridor. The specific plan's regional location is illustrated by Figure 1-1.

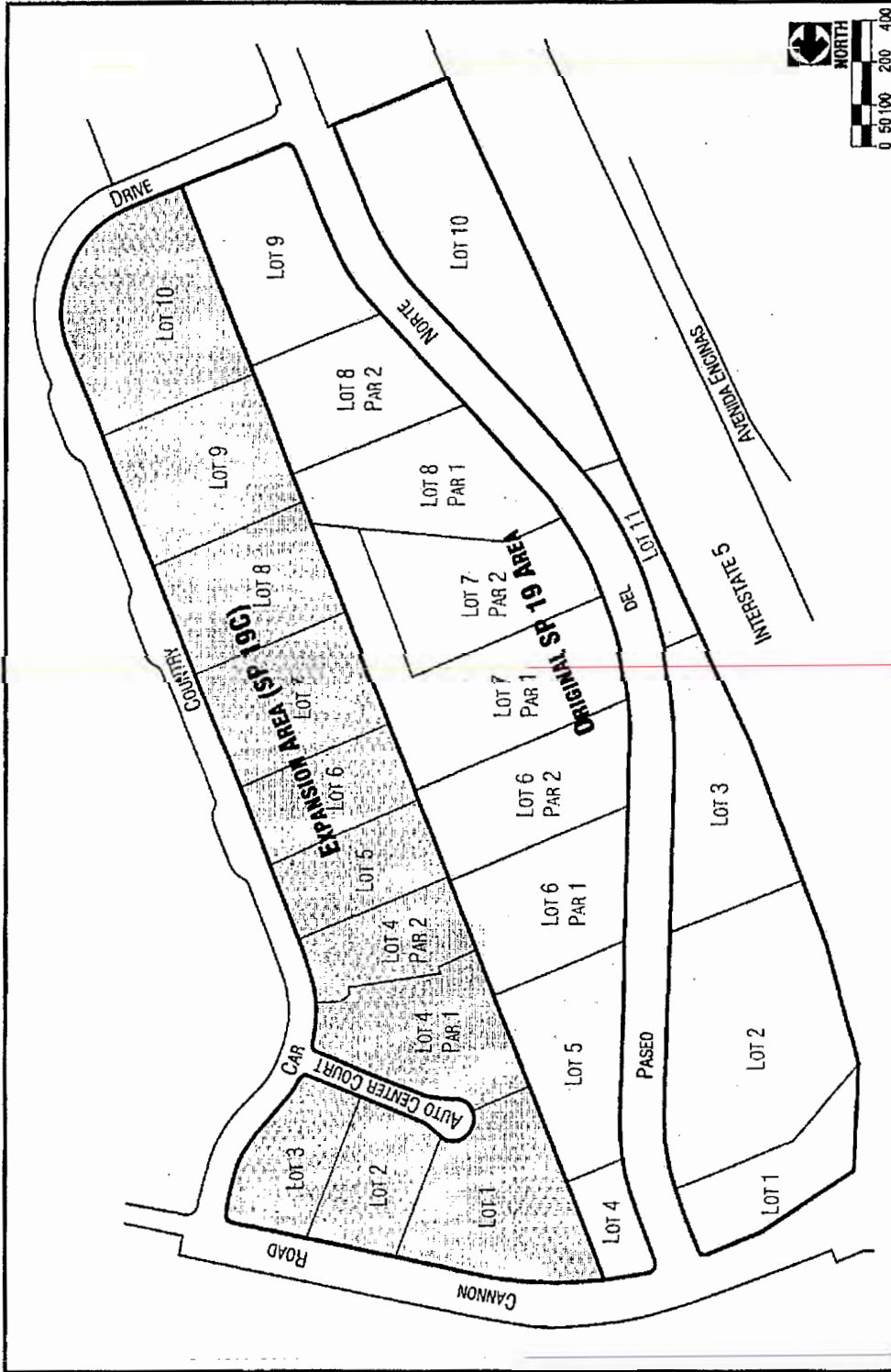
This document is divided into four sections; Introduction, Original Car Country Area, the Car Country Expansion Area and the Comprehensive Sign Program Standards. Although the original Car Country Area and the Car Country Expansion Area are independent specific plan areas, the overall goal is to comprehensively develop Car Country so that future development will complement and enhance existing and future uses within the specific plan area as well as the surrounding areas. Figure 1-2 shows the boundaries of the original and expansion areas of this specific plan.

B. Background

The original Car Country Specific Plan (SP 19) was adopted by the City of Carlsbad in January 1972. The original document established the development restrictions, standards and control procedures related to the development of the original Car Country Auto Park. These standards and procedures are included in this document as Part 2 and shall only be applicable to the Original area.

The Car Country Expansion Amendment (SP 19C) was adopted by the City of Carlsbad in December 1987. The amendment established the development regulations for the 35-acre expansion area located immediately east of the original Car Country Auto Park. The document, included as Part 3, was developed to be a "self-contained" plan that did not require reference to the original specific plan.

In keeping with the approvals for the Car Country area, this document has been organized to divide the development regulations into three areas; the Original Car Country Area; the Car Country Expansion Area and the Comprehensive Sign Program Standards, which is applicable to both the Original and Expansion Areas.



SPECIFIC PLAN 19
CAR COUNTRY CARLSBAD
 CARLSBAD, CA

PROJECT AREA
 JACK HENTHORN & ASSOCIATES

Figure 1-2

I. GENERAL REQUIREMENTS

A. General Statement and Purpose

1. Purpose

The Car Country Carlsbad Auto and Shopping Center is a planned commercial development featuring the combination of new car dealerships with other commercial enterprises. The site selected is most appropriate to attracting a growing market of auto-oriented customers in fast growing North San Diego County.

The center is located in the City of Carlsbad with a fabulous exposure on Freeway Interstate 5, as shown on Figure 2-1. The site commands a range of customer areas from the three immediate cities of Oceanside, Carlsbad and Vista which are within a 5 mile radius as well as the larger automotive market of the North San Diego County.

This proposed commercial development is harmonious with the master planning, concepts of San Diego County and the City of Carlsbad. These master planning concepts and other studies confirm that Car Country Carlsbad is in an ideal area for this commercial center serving the local needs of the three cities and the extended automotive needs of North San Diego County.

2. Development Standards

The quality of the development shall be based upon the highest and best standards with appropriate development restrictions, standards and control procedures. In general, these standards shall be oriented to achieve a commercial shopping environment of Spanish/Mediterranean Architecture with limited signing and extensive landscaping. This development is intended to be environmentally oriented towards enhancing the beauty, the nature and the history of this area.

The developers have set aside approximately forty-four thousand square feet of land for a park as an example of the objective desired for this Center.

CAR COUNTRY CARLSBAD
SPECIFIC PLAN 19

ORIGINAL SP 19 AREA
PART 2

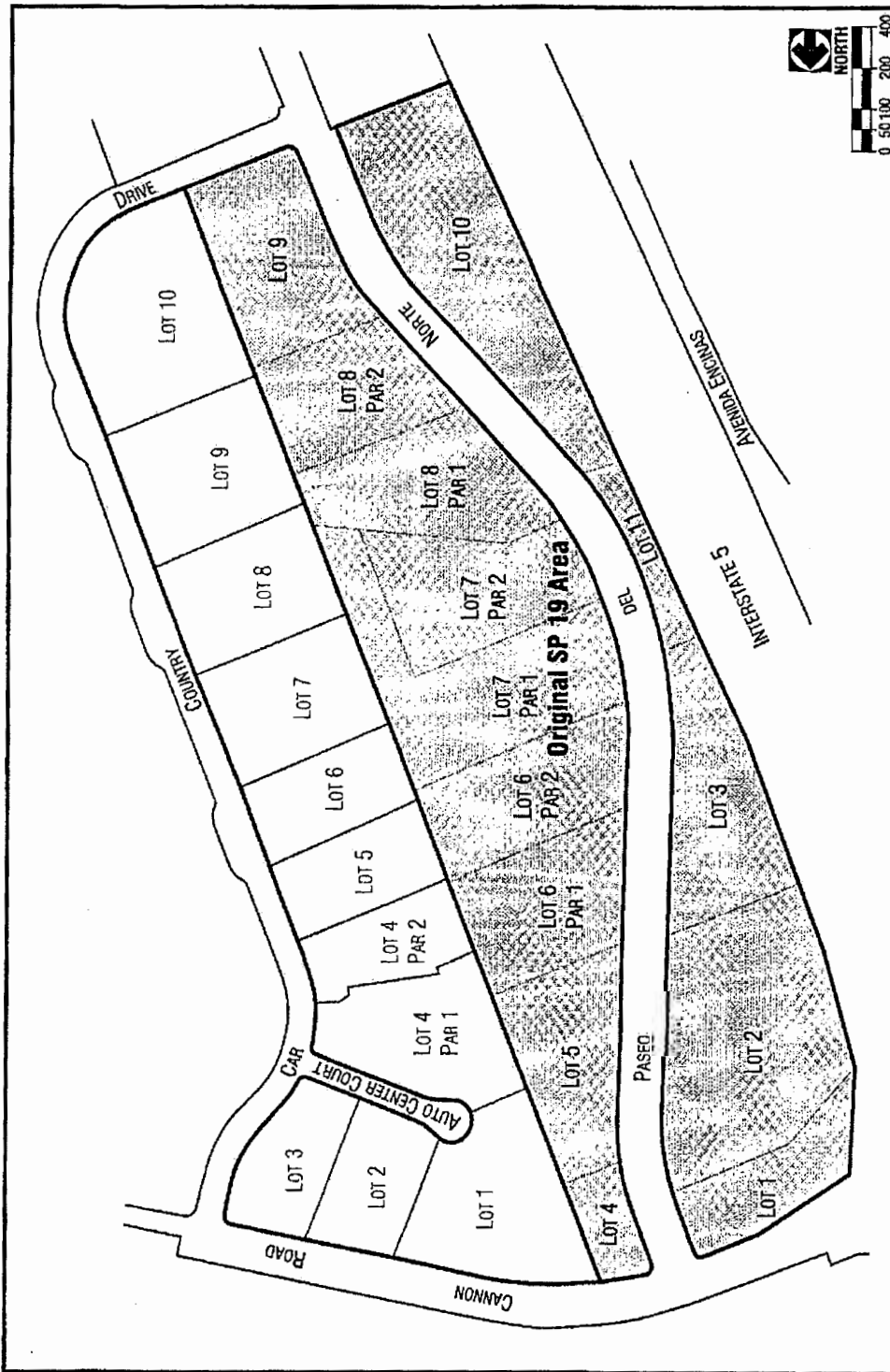


Figure 2-1
ORIGINAL PROJECT AREA
 JACK HENTHORN & ASSOCIATES

SPECIFIC PLAN 19
CAR COUNTRY CARLSBAD
 CARLSBAD, CA

3. Statement on Utilities Availability

All utilities including gas, electricity, water, sewer and telephone are available by underground service.

4. City of Carlsbad Requirements

Except as otherwise stated in ~~this~~ these development standards, the requirements of the City of Carlsbad shall apply. Where conflicts between these standards and the City requirements (such as Planning, Zoning and the Building Code) occur, the City requirements shall be mandatory.

B. Definitions

1. General Statement and Purpose

The usage of words meant in these development standards is that generally intended in the building industry or as defined in this section. Where conflicts arise as to the definition of words, the decision of the ~~Planning Director~~ City Planner on the meaning of a word shall be final, unless appealed pursuant to CMC Section 21.54.140.

2. Definitions

Alter or Alterations

Any change, addition or modification in construction or occupancy.

Area (Floor)

The area included within the surrounding exterior walls of a building.

Area (Elevation)

The area included within the height and length of a building.

Building

Any structure built for the support, shelter or enclosure of persons, animals, chattels or property of any kind.

Building Line

An imaginary line parallel to the property line specifying the closest point from a building to the property line.

Front of Lot

The boundary of the lot facing Paseo Del Norte.

Height of Building

Building height shall be measured pursuant to Carlsbad Municipal Code (CMC) Section 21.04.065.

Mezzanine

An intermediate floor placed in any story or room. When the total area of any Mezzanine exceeds 33 1/3 percent of the total floor area of the room, it shall be considered as constituting an additional story.

Sign

Any structure, device, or contrivance, electric or non-electric and all parts thereof which are erected or used for advertising purposes upon or within which any poster, bill, bulletin, printing, lettering, painting, device or other advertising of any kind whatsoever is used, placed, posted, tacked, nailed, pasted or otherwise fastened or affixed.

Story

The portion of a building included between the upper surface of any floor and the upper surface of the floor next above except that the topmost story shall be that portion of a building included between the upper surface of the topmost floor and the ceiling or roof above.

Structure

That which is built or constructed, an edifice or building of kind or any piece of work artificially built up or composed of parts joined together in some definite manner.

C. ~~Development Approval Procedures~~ Site Development Plan Requirement and Decision-Making Authority

A Site Development Plan shall be required for all new development as noted below.

1. Exemptions

a. The following project types are exempt from the requirement for a Minor Site Development Plan or Site Development Plan provided that the City Planner determines that the project meets all development standards and is consistent with all aspects of the Car Country Specific Plan:

- 1) Any addition to an existing building that would result in an increase of less than ten percent of the internal floor area of the existing building.
- 2) Construction of new buildings that would result in an increase of less than ten percent of the combined internal floor area of all existing buildings on the site.
- 3) Any interior or exterior improvements that do not add square footage (e.g. architectural façade enhancements).
- 4) Modifications to outdoor lighting plans.

2. Minor Site Development Plan

The following project types require administrative approval of a Minor Site Development Plan in accordance with CMC Chapter 21.06:

- a. Any addition to an existing building that would result in an increase of between ten and fifty percent of the internal floor area of the existing building.
- b. Construction of new buildings that would result in an increase of between ten and fifty percent of the combined internal floor area of all existing buildings on the site.

3. Site Development Plan

The following project types require approval of a Site Development Plan in accordance with CMC Chapter 21.06:

- a. Any improvement to a building that would result in an increase of more than fifty percent of the internal floor areas of an existing building.
- b. Construction of new buildings that would result in an increase of more than fifty percent of the combined internal floor area of all existing buildings on the site.
- c. Construction of any new building(s) or permanent physical improvements on a vacant lot.

D. Coastal Development Permit Requirement

Unless found to be exempt, all development shall be required to obtain approval of a Coastal Development Permit in accordance with CMC Chapter 21.201.

1. Site Development Plan

Prior to building permit issuance for any lot, the applicant or any successor is required to obtain approval of a site development plan in accordance with Chapter 21.06 (Qualified Development Overlay Zone) of the Carlsbad Municipal Code.

The Planning Commission shall review the site development plan in accordance with the General Plan, City Zoning Ordinance, this document and any other applicable policies. At the conclusion of a public hearing, the Planning Commission shall approve, conditionally approve, or disapprove the site development plan.

II. Auto Facilities Development Standards

A. Permitted Uses

1. Automobile sales, new and used
2. Automobile repair
3. Automobile wash
4. Automotive parts
5. Tire sales and service
6. New car storage
7. Automobile body shop
8. Truck & Recreational Vehicles Sales and Service
9. Rental and leasing of vehicles permitted to be sold
10. Parking Structures for the storage of new cars, employee parking and/or service bays
11. All businesses other than new car sales and service shall be accessory to a new car sales and service business

B. Building Coverage

Building coverage shall not exceed 25 percent coverage of each project site area. Allowable total building coverage may be increased to 50% when a parking structure is included as a part of a Site Development Plan.

C. Building Heights

For developments west of Paseo Del Norte, building heights shall be restricted as follows:

Service Buildings – one story and 24' maximum

Main Building – one story and 24' maximum (Parts, showroom, offices)

Parking Structures – three stories and 35' maximum to top of roof deck, as shown in Figure 2-2. Height protrusions up to 45' are allowed per CMC Section 21.46.020 of the Carlsbad Municipal Code.

For developments east of Paseo Del Norte, building heights shall be restricted as follows:

Service Buildings – one story and 24' maximum

Main Building – two stories and 35' maximum (Parts, showroom, offices)

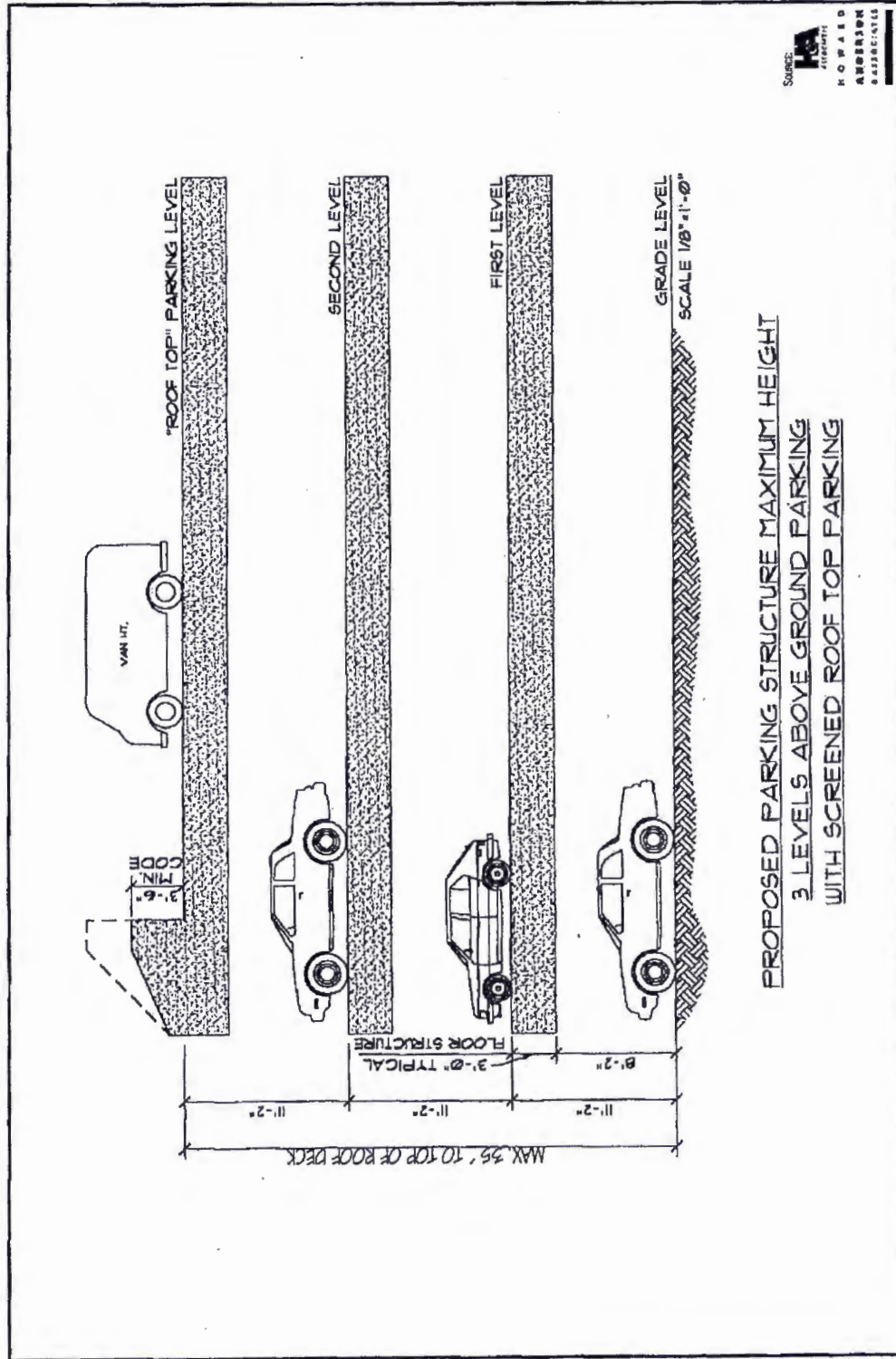
Parking Structures – three stories and 35' maximum to top of roof deck, as shown in Figure 2-2. Height protrusions up to 45' are allowed per CMC Section 21.46.020 of the Carlsbad Municipal Code.

D. Architectural Design and Materials

The design of exterior building elements and fencing shall be of a Spanish or Mediterranean architectural style. The texture, color, and materials used shall be harmonious with the Spanish or Mediterranean motif. The quality of design and the selection of materials and colors shall be reviewed and approved by the ~~Planning Commission~~ by the appropriate decision-making authority. ~~The decision of the Planning Commission shall be final.~~

All structures located in the Car Country area shall comply with the following design standards:

1. Exterior walls shall incorporate design elements that are consistent with the Spanish or Mediterranean architectural styles. Examples of these elements include, but are not limited to, slump stone adobe, stucco, arches, arcades, cornices, corbels, balustrades, fountains, and door/window details. Alternative design elements and materials may be incorporated into the architecture subject to the determination that the elements are found to be consistent with the Spanish or Mediterranean styles.
2. All buildings shall have an exterior color consistent with the Spanish and Mediterranean architectural styles. The use of warm, muted earth tones is required.
3. If a roof element is incorporated into the building design, the roof shall include a mission clay barrel tile or S-tile design of terra cotta coloring i.e. red El Camino blend, or Bernardo blend.



PROPOSED PARKING STRUCTURE MAXIMUM HEIGHT
 3 LEVELS ABOVE GROUND PARKING
 WITH SCREENED ROOF TOP PARKING

Source: HOWARTH ROYAL HARRISON ASSOCIATES

Figure 2-2

SPECIFIC PLAN 19
 CAR COUNTRY CARLSBAD
 CARLSBAD, CA

GARAGE SECTION
 JACK HENTHORN & ASSOCIATES

E. Building Setbacks

Buildings shall be set back from the property line in accordance with the following schedules.

For properties west of Paseo Del Norte, the following setbacks shall be observed:

1. Front Yard Setback

Twenty-five (25) feet minimum. Roof overhangs and other unsupported architectural devices may project six (6) feet into the setback area.

Parking structures shall be setback a minimum of fifty (50) feet (including parking structures which include uses besides parking).

2. Side Yard Setback

Ten (10) feet minimum.

Roof overhangs and other unsupported architectural devices may project six (6) feet into the setback area.

3. Street Side Yard Setback

Twenty-five (25) feet minimum. Roof overhangs and other unsupported architectural devices may project six (6) feet into the setback area.

Parking structures shall be setback a minimum of fifty (50) feet (including parking structures which include uses besides parking).

4. Rear Yard Setback

Twenty (20) feet minimum. Roof overhangs and other unsupported architectural devices may project six (6) feet into the setback area.

For properties east of Paseo Del Norte, the following setbacks shall be observed:

1. Front Yard Setback

Forty-five (45) feet minimum. Roof overhangs and other architectural devices may project six (6) feet into setback area.

Parking structures shall be setback a minimum of fifty (50) feet (including parking structures which include uses besides parking).

2. Side Yard Setback

Ten (10) feet minimum.

Roof overhangs and other architectural devices may project six (6) feet into the setback area.

3. Street Side Yard Setback

Twenty-five (25) feet minimum. Roof overhangs and other unsupported architectural devices may project six (6) feet into the setback area.

Parking structures shall be setback a minimum of fifty (50) feet (including parking structures which include uses besides parking).

F. Parking

The intent of this section is to provide sufficient parking in areas such that on-street parking will be minimized.

1. General Parking Standards for Motor Vehicle Dealerships

- a. Sales – One space per 400 square feet of gross floor area. Gross floor area includes all interior areas that are not specified below, including but not limited to: interior display, reception areas, private offices, and closing rooms.

20% of the required stalls shall be designated as customer parking.

- b. Repair – Four spaces per work bay for the first three bays. Two spaces per bay for each bay in excess of three. Work bays shall not count as parking spaces.

- c. Parts –

Customer Parking: 1 space per 1,000 square feet of gross floor area for auto parts.

Employee Parking: 1 space per 1,250 square feet of gross floor area for auto parts.

- d. Storage and Display (New and Used Vehicle Inventory) – On-site storage of vehicles is permitted as long as it does not encroach into any employee or customer designated parking spaces.

- e. All other uses – such parking as may be required by ~~Section CMC Chapter 21.44 of the Carlsbad Municipal Code~~ for a specific use.
- f. All required customer and employee parking spaces shall be striped and designated as such to the satisfaction of the ~~Planning Director~~City Planner.

G. Parking Structures

Parking structures may be used for the storage of new cars, employee parking and/or to provide ground level areas for sales, service, and/or parts. Design of the structure shall be consistent with Sections C, D & E and complementary with existing buildings on and off-site. All vehicles shall be screened from outside views by the structure walls and/or landscaping.

Landscaping shall be provided to screen the structure from surrounding properties and I-5 corridor.

H. Paging Systems

Outdoor sound system for music and/or for paging shall be designed to minimize noise nuisance to adjoining properties. Speakers shall be spaced to minimize sound levels and oriented away from adjoining properties. Upon completion of construction, the outdoor sound system shall be tested for noise and where necessary it shall be adjusted to the satisfaction of the ~~Planning Director~~City Planner.

I. Outdoor Lighting

1. Purpose

The general intent of this section is to achieve the following goals:

- All display and security lighting for each dealership shall be designed for uniformity.
- Lighting shall be designed to minimize glare away from Paseo Del Norte and from the Interstate 5 ~~corridor~~ corridor as the highest priority and to minimize glare away from adjacent properties as a secondary priority.

2. Design

All outdoor light fixtures and pole specifications with respect to height, type, projected angle of light, material, colors and use, shall be subject to specific approval of the Planning Commission appropriate decision-making authority.

Lighting for the roof level of parking structures shall be limited to the use of bollards or lighting attached to the parapet walls. Roof top lighting shall not exceed the height of the parapet wall.

3. Lighting Restrictions

Light fixtures for display areas of the automobile agencies and for general lighting of the commercial developments, ~~will shall be of the metal halide, induction lighting, or other low-energy usage light fixtures metallic vapor and quartz variety (no florescent arm-type fixtures will be allowed)~~ as approved by the appropriate decision-making authority. All fixtures will be mounted on tapered square or round-type poles.

J. Fencing

1. Prohibited Materials:

Wire fencing and gates

2. Fencing and Gate Design

The design of fence and gates shall be appropriate to and similar to the Spanish or Mediterranean motif required for the buildings.

Material shall be of approved masonry, stucco or wood.

3. Screening

Storage areas, loading areas, service yards shall be screened from view from the outside by fencing.

Height of fence shall average 8 feet in height and be limited to maximum and minimum heights of 9 feet and 7 feet respectively.

Parking structures shall be screened from view from the outside by a combination of fencing and landscaping.

4. Fencing Setback

Fencing may be placed without setback from the property lines except as follows where setback for the fencing shall be observed.

Northerly Property Lines of Lots 1 and 4 Fencing Setback – 5 feet minimum

Westerly Property Lines of Lots 1 and 10 Fencing Setback – 5 feet minimum

Property Lines along Paseo Del Norte Fencing Setback – 25 feet minimum

K. Undeveloped Areas

Undeveloped areas/slopes shall be planted and maintained in a dean, neat and orderly manner. Undeveloped lots shall not be used for the storage of automobiles unless a Conditional Use Permit is processed pursuant to ~~Section CMC Chapter 21.42 of the Carlsbad Municipal Code.~~

~~K.~~L. Trash Collection

There shall be provided a completely screened trash collection area. Screening materials shall be of masonry walls. The ground shall be paved with 4" minimum concrete.

No trash collection shall be permitted in the front yard setback.

~~L.~~M. Loading

Provision for loading and unloading shall be provided on site. Such area shall not be permitted in the front yard setback.

~~M.~~N. Storage

Outdoor storage shall be visually screened from exterior view by fencing as required in Section J (Fencing).

~~N.~~O. Utility Services

All utility, including telephone, services to the building shall be underground and shall be screened where exposed to exterior view.

~~O.~~P. Roof Equipment

All equipment including air conditioning equipment shall not be permitted on the roof unless screened in an approved manner from horizontal view.

Vents for plumbing, air exhaust and air inlets are permitted on the roof without screening.

Special care shall be exercised in the location and sizing of exhaust vent for the paint spray booth so as to reduce its view to the freeway or to Paseo Del Norte.

III. GENERAL COMMERCIAL DEVELOPMENT STANDARDS

A. General Purpose

The purpose of this section is to maintain the high development standards contemplated for Car Country Carlsbad or commercial uses other than Auto Dealer Facilities which are controlled under Section II of these standards.

B. Approval of Land Uses

It is intended that the usual commercial uses permitted upon commercial zoned property shall be allowed for those sites indicated to be general commercial and the un-named Auto Dealer Site (lots 1, 4, 6 and 7) subject to review and approval of the Planning Commission. The discretion of the Planning Commission with respect to approval of land uses shall be limited to minimizing undesirable duplications within Car Country Carlsbad.

Request for approval of proposed land uses for a general commercial development shall be submitted for approval ~~as stated in Section I.C of a Site Development Plan in accordance with CMC Chapter 21.06.~~

C. Land Uses

1. Professional and Business Offices

Accountants	Engineers
Architects	Laboratories
Attorneys	Optometrists
Banks	Savings & Loan
Dentists	Surveyors
Doctors	Telephone Answering
Economic Consultants	Travel Agency

2. Commercial Uses

Book Store	Liquor
Camera Shop	Motel
Delicatessen	Pharmacy
Department Store	Reproductions
Florist	Restaurant
Hotel	Service Station
Jewelry Store	Tobacco Store

D. Building Coverage

Building coverage shall not exceed 40 percent coverage of the project site area.

E. Building Heights

Building heights shall be limited as follows:

Lot 1: One story – 24' max.

Lots 4, 6, 7: No restrictions except as required by the ~~City of Carlsbad and Planning Commission~~ project conditions of approval.

F. Architectural Design and Materials

The design of exterior building elements and fencing shall be of a Spanish or Mediterranean architectural style. The texture, color and materials used shall be harmonious with the Spanish or Mediterranean motif. The quality of design and the selection of materials and colors shall be reviewed and approved by the appropriate decision-making authority for approval in the preliminary submission. ~~The decision of the Planning Commission shall be final.~~

All structures located in the Car Country area shall comply with the following design standards:

1. Exterior walls shall incorporate design elements that are consistent with the Spanish or Mediterranean architectural styles. Examples of these elements include, but are not limited to, slump stone adobe, stucco, arches, arcades, cornices, corbels, balustrades, fountains, and door/window details.

32. All buildings shall have an exterior color consistent with the Spanish and Mediterranean architectural styles. The use of warm, muted earth tones ~~are~~is required.
43. All roofs will include a mission clay barrel tile or S-tile design of terra cotta coloring i.e. red El Camino blend, or Bernardo blend.

G. Building Setbacks

Buildings shall be setback from the property line in accordance with the following schedules.

Lot 1 Shall have the following setbacks:

1. Front Yard Setback

Twenty-five (25) feet minimum. Roof overhangs and other unsupported architectural devices may project six (6) feet into the setback area.

2. Side Yard Setback

Ten (10) feet minimum.

3. Rear Yard Setback

Twenty (20) feet minimum. Roof overhangs and other unsupported devices may project six (6) feet into the setback area.

Lot 4 Shall have the following setbacks:

1. Front Yard Setback

Forty-five (45) feet minimum. Roof overhangs and other unsupported architectural devices may project six (6) feet into the setback area.

2. Side Yard Setback (South)

Ten (10) feet minimum

3. Side Yard Setback (North)

Twenty-five (25) feet minimum. Roof overhangs and other unsupported architectural devices may project six (6) feet into the setback area.

4. Rear Yard Setback

Ten (10) feet minimum.

Lot 6 and Lot 7 if used as general commercial (in lieu of auto dealership) shall have the following setbacks:

1. Front Yard Setback

Seventy-five (75) feet minimum. Roof overhangs and other unsupported architectural devices may project six (6) feet into set-back area.

2. Side Yard Setback

Twenty (20) feet Minimum. Roof overhangs and other architectural devices may project six (6) feet into setback area.

3. Rear Yard Setback

Ten (10) feet minimum.

H. General Parking Requirements

The intent of this section is to provide adequate parking areas on site so as to reasonably eliminate the need for any parking on the street.

Parking required in this section shall be provided on-site or on another site within 400 feet of the project. ~~Where parking is provided on another site, an agreement approved by the City of Carlsbad shall be recorded. Such agreement shall be signed by the owners of both properties and shall stipulate permanent reservation of parking for use in connection with the project.~~

Parking that is proposed on another site shall comply with the requirements of CMC Section 21.44.040.

I. Required Parking Spaces

Parking spaces required shall be based upon the following:

1. Professional Business Offices:
One space per each 250 sq. ft. of gross floor area.
2. Restaurants, Bars:
 - a. Less than four thousand square feet in size – One space/one hundred square feet gross floor area.
 - b. Four thousand square feet or greater – Forty plus one space/fifty square feet of floor space in excess of four thousand square feet.
3. Commercial:
One space per each 300 sq. feet of gross floor area.
4. Hotels and Motels:
1.2 spaces per unit.

J. Adjustment of Required Parking.

Required on-site parking may be adjusted by approval of the ~~City of Carlsbad and the Planning Commission~~ appropriate decision-making authority upon a reasonable showing. Such showing may include the following:

1. Combined use of parking on an auto dealer site provided that maximum parking needs of the separate facilities occur at different times.
2. Compliance with ~~Carlsbad Municipal Code~~ CMC Section 21.44.050(a)(4) ~~080~~ – Joint Use Parking.

K. Outdoor Lighting

1. Purpose

The general intent of this section is to achieve the following goals:-

- a. All display and security lighting shall be designed for uniformity of design concepts for the area.
- b. Lighting shall be designed to minimize glare away from Paseo Del Norte and from the Interstate-5 ~~corridor~~ corridor as the highest priority and to minimize glare away from adjacent properties as a secondary priority.

2. Design

All outdoor light fixtures and pole specifications with respect to height, type, projected angle of light, material, colors and use, shall be subject to ~~specific~~ approval of the Planning Commission appropriate decision-making authority.

3. Lighting Restrictions

Light fixtures for display areas of the automobile agencies and for general lighting of the commercial developments, ~~will~~ shall be of the ~~metallic vapor and quartz variety~~ metal halide, induction lighting, or other low-energy usage light fixtures (no florescent arm-type fixtures will be allowed) as approved by the appropriate decision-making authority. All fixtures will be mounted on tapered square or round-type poles.

L. Fencing

1. Prohibited Materials

Wire fencing and gates.

2. Fencing and Gate Design

The design of fence and gates shall be appropriate to and similar to the Spanish or Mediterranean motif required for the buildings.

Material shall be approved masonry, stucco or wood.

3. Screening

Storage areas, loading areas, service yards, shall be screened from view from the outside by fencing.

Height of fence shall average 8 feet in height and be limited to maximum and minimum heights of 9 feet and 7 feet respectively.

4. Fencing Setback

Fencing may be placed without setback from the property lines except as follows where setback for the fencing shall be observed:

Northerly Property Lines of Lot 1 and 4 Fencing Setback – 5 feet minimum

Westerly Property Lines of Lots 1 and 10 Fencing Setback – 5 feet minimum

Property Lines along Paseo Del Norte Fencing Setback – 25 feet minimum

M. Undeveloped Areas

Undeveloped areas/slopes shall be planted and maintained in a clean, neat and orderly manner. Undeveloped lots shall not be used for the storage of automobiles unless a Conditional Use Permit is processed pursuant to Section CMC Chapter 21.42 of the Carlsbad Municipal Code.

N. Trash Collection

There shall be provided a completely screened trash collection area. Screening materials shall be of masonry walls. The ground shall be paved with 4" minimum concrete.

No trash collection shall be permitted in the front yard setback.

O. Loading

Provision for loading and unloading area shall be provided on site. Such area shall not be permitted in the front yard setback.

P. Utility Services

All utility, including telephone, services to the building shall be underground and shall be screened where exposed to exterior view.

Q. Roof Equipment

All equipment including air conditioning equipment shall not be permitted on the roof.

Vents for plumbing air exhaust and air inlets are permitted on the roof.

Special care shall be exercised in the location and sizing of exhaust vent for the paint spray booth so as to reduce its view to the freeway or to Paseo Del Norte.

IV. LANDSCAPE STANDARDS

A. Purpose

The purpose of the Landscape Standards is to provide landscaping in harmony with the goals of the Car Country Carlsbad Specific Plan to achieve a planned commercial development of the best quality and appropriate to the Spanish or Mediterranean design motif.

B. Approval Procedures

All landscaping concept plans shall be subject to the approval of the Planning Commission as indicated in Section I.C except as follows: appropriate decision-making authority.

- ~~1. All landscape plans except for the preliminary submission must be executed by an approved Landscape Architect and the project architect.~~
- ~~2. Submissions to the City of Carlsbad shall be in 2 steps as follows:~~

~~Step I Conceptual Landscape Plan~~

~~Show shapes and dimensions of landscaped areas including street parkway. These areas shall be colored in green. Show approximate location of trees. This plan shall be submitted together with other materials required in the preliminary submittal per the City of Carlsbad's Landscape Manual.~~

~~Step II Detailed Landscape and Irrigation plans.~~

~~Detailed plans shall be prepared by an approved Landscape Architect under coordination and approval of the project architect. These plans shall be submitted as part of the construction documents.~~

C. Landscape Areas

1. Front Yard Landscaping

For lots west of Paseo Del Norte, there shall be a minimum landscape strip of not less than 8 feet in addition to landscaping the Paseo Del Norte parkway width of 5 feet.

For lots east of Paseo Del Norte, there shall be a minimum landscape strip of not less than 10 feet in addition to landscaping the Paseo Del Norte parkway width of 5 feet.

2. Rear Yard Landscaping

For lots west of Paseo Del Norte, there shall be a minimum landscape strip of not less than 5 feet.

3. Side Yard Landscaping

A minimum landscape width of 5 feet shall be observed along the side property lines. Where a side yard occurs along a cul-de-sac side street, such yard shall be provided with a minimum landscape width of 8 feet in addition to landscaping of the parkway.

4. Interior Landscaping

Landscaping in the interior of display parking areas shall be provided in addition to the boundary strip landscaping. Such landscaping shall be in accordance with good design practice and other requirements of the landscape development standards.

5. Percentage Area Landscaping

In the public display areas visible from Paseo Del Norte, or from the Interstate 5 corridor, there shall be landscape areas provided along the perimeter and interiors of such areas to provide a total landscape area not less than ten (10) percent of the total display area involved.

The developer may reduce the required minimum landscape strip for design purposes of providing enlarged area landscaping. In such instance the minimum landscape strip permitted shall be 3 feet and the percentage of total area landscaped shall remain 10 percent.

6. Sloping Earth Banks

Areas in which grading has caused sloping earth banks shall be landscaped and irrigated in a manner to protect the soil from erosion.

The horizontal projected area of the sloping bank shall be included as part of the required landscaping.

D. Wheel Stops and Concrete Curbs

In public display and customer areas where landscaping abuts the paved area, 6" high concrete curbs and concrete bumper stops shall be provided.

E. Completion of Landscaping

All landscaping shall have been completed and approved by the ~~Director~~ Planning Division before occupancy of the structure and conduct of business is permitted.

F. Maintenance of Landscaping

All landscaping shall be maintained in the best of standards. ~~Periodic inspections shall be made as directed by the Planning Commission. Where reports are made for improving the maintenance of the landscaping, such corrective work shall be executed within 30 days from receipt of the report.~~

Maintenance standards to be observed shall include the following:

1. Lawn and ground covers – Trimmed and mowed
2. Weeds and Debris – To be removed
3. Health conditions – Plantings shall be maintained in a healthy and growing condition with pruning, fertilization and cultivation a regular part of the maintenance program.
4. Damaged Landscaping – Plantings damaged by storm and other acts of nature or by vandalism shall be corrected as advised by the City of Carlsbad within 30 days from advice of the City.
5. Irrigation System – Shall be kept in working condition.

G. Landscaping Materials and Details

Required landscaping shall consist of a designed combination of trees, ground cover and shrubbery. These materials shall be of limited selection to give greater unity to the visual quality of the development and shall be selected for concern of climate and maintenance.

In general, the landscape materials shall be based upon the following requirements:

Street Trees — Not less than 24" Box spacing, 40 feet o.c. max.

Boundary Landscape Trees — Not less than 24" Box spacing 40 feet o.c. max.

Parking Areas Trees — Not less than ~~20~~24" Box 1 tree per each 20 cars displayed

Ground Cover — Designed for full coverage in a maximum of 6 months

Shrubbery — Not less than 1 gal size

I. INTRODUCTION

A. Purpose

The purpose of this document is to establish development regulations for the approximately 35-acre Car Country Expansion area. An overriding goal is to uphold and surpass the high quality standards of the existing Car Country. At buildout, the expansion area should complement and enhance the existing auto park.

This document is incorporated as an amendment into Specific Plan 19 which was adopted in January 1972. However, upon initial adoption the development restrictions contained herein only govern the expansion area and do not apply to the existing Car Country. The Car Country Expansion Area Amendment has been written as a "self-self-contained" document which does not require reference to the original 1972 Specific Plan or subsequent revisions. The original Specific Plan (SP-19) is contained in Part 2 of this document.

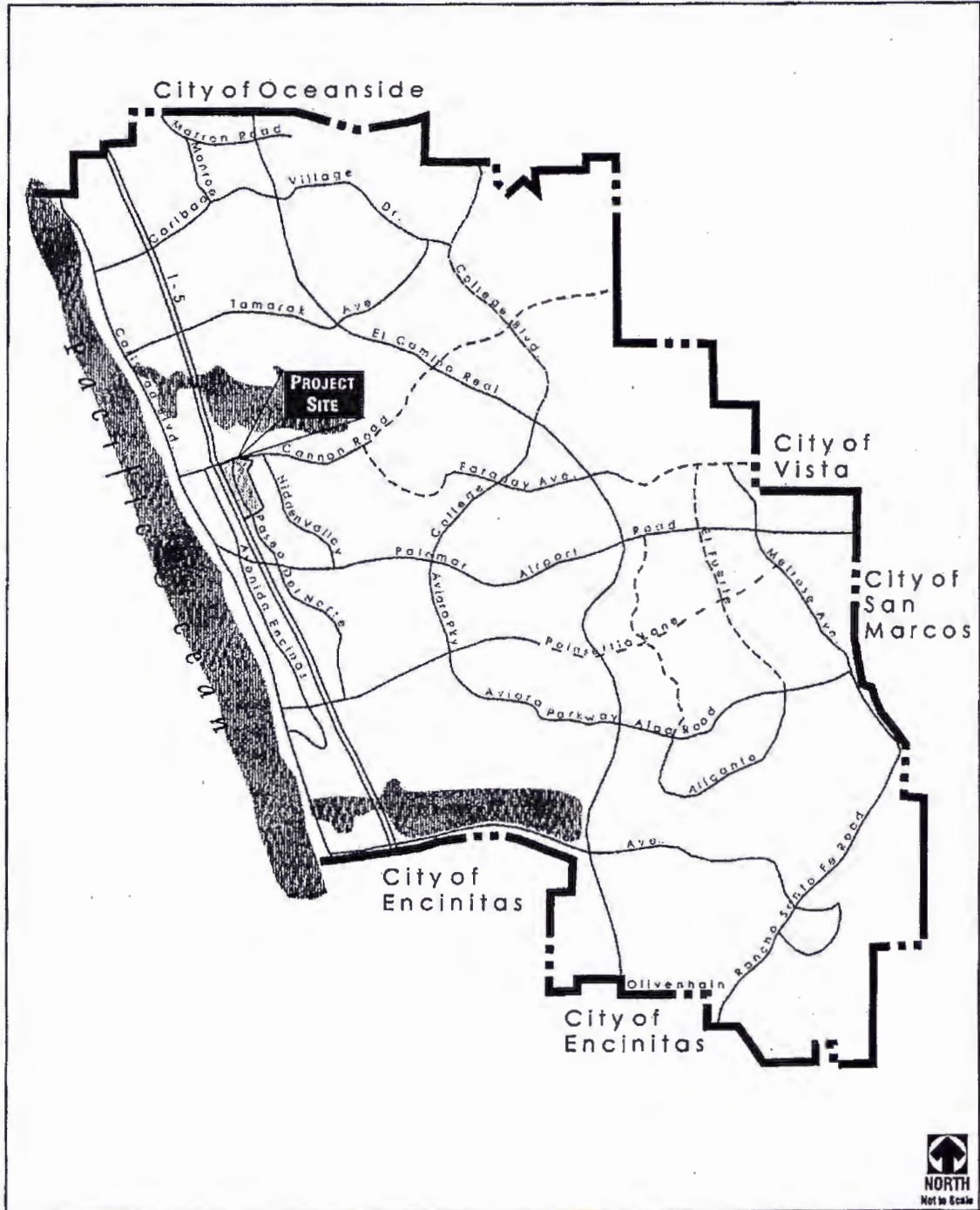
The Car Country Expansion Amendment implements but does not supersede the General Plan, the Local Coastal Plan or the provisions of Title 21 of the Carlsbad Municipal Code (CMC). This document shall constitute the zoning for all land covered by this plan and no use or development inconsistent with this plan shall be permitted.

B. Location

The Car Country Expansion area contains approximately 35 acres and is located south of Cannon Road, east of the existing Car Country area, west of Agricultural Preserve No. 76-1 and north of Palomar Airport Road. Figure 3-1 illustrates the location of the project within the region. The project site and adjacent properties, including the original Car Country Auto Park, are illustrated in Figure 3-2. The property located in the City of Carlsbad contains approximately 35 acres and described as follows: "A portion of Lot H" of the Rancho Agua Hedionda, Map 823 in the City of Carlsbad, County of San Diego, State of California.

C. General Plan and Zoning Designations

The site is designated by the City of Carlsbad's General Plan as ~~Extensive~~ Regional Commercial (R). These commercial areas are oriented to establishments which sell large, low volume, high cost items such as automobiles. The adopted zoning for the expansion area is C-2(Q). Both General Plan and zoning are consistent with the designations for the original area included within Car Country.



SPECIFIC PLAN 19C
CAR COUNTRY CARLSBAD
CARLSBAD, CA

VICINITY MAP
JACK HENTHORN & ASSOCIATES

CAR COUNTRY CARLSBAD
SPECIFIC PLAN 19

EXPANSION AREA
PART 3

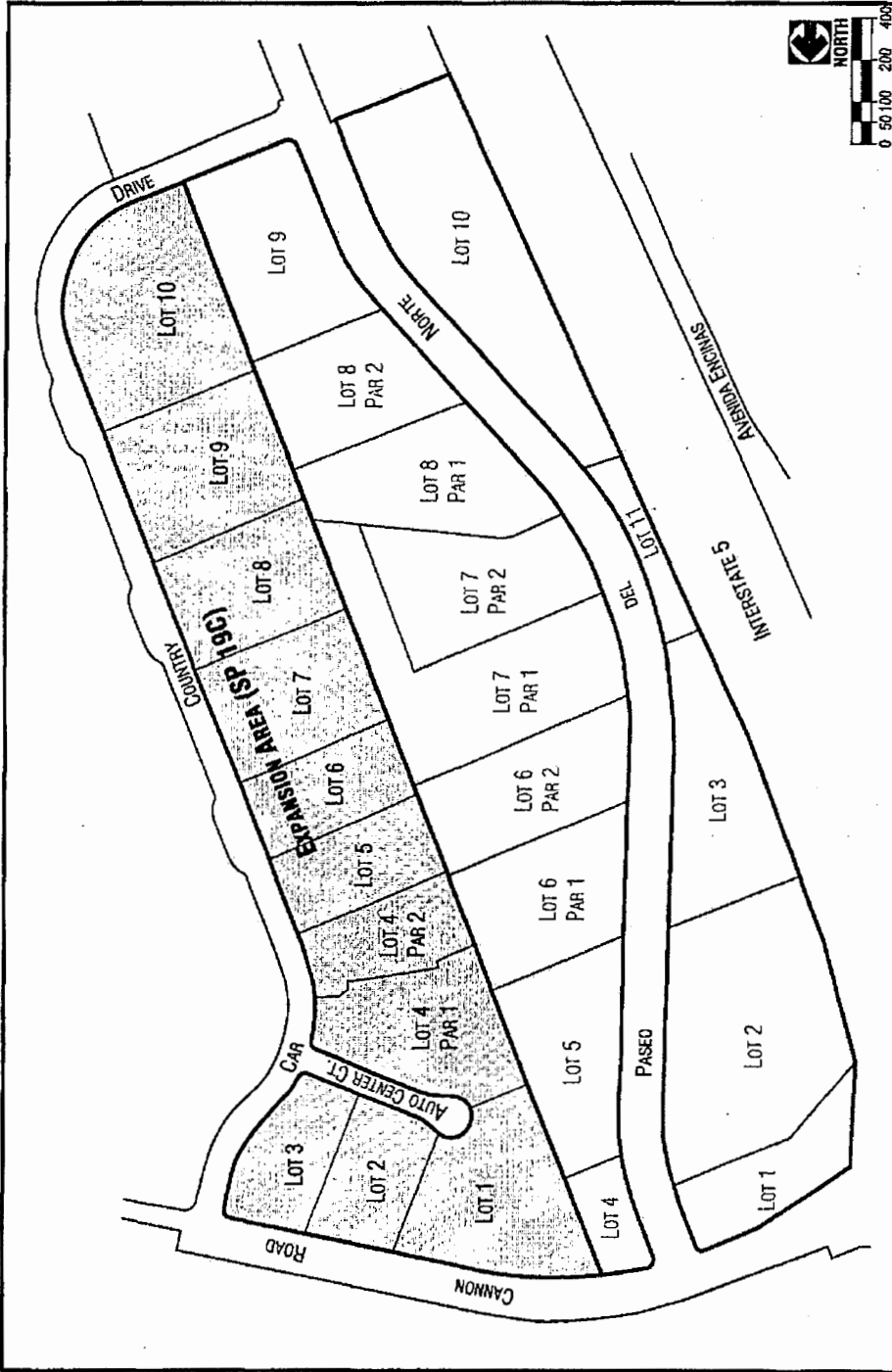


Figure 3-2
EXPANSION AREA
JACK HENTHORN & ASSOCIATES
CARLSBAD, CA

D. General Development Concept

1. Land Use

The Car Country Expansion area will continue the land use pattern established in the original auto park. Figure 3-3 illustrates the Development Concept Plan. The primary use of the area will be retailing of new and used motor vehicles.

2. Circulation

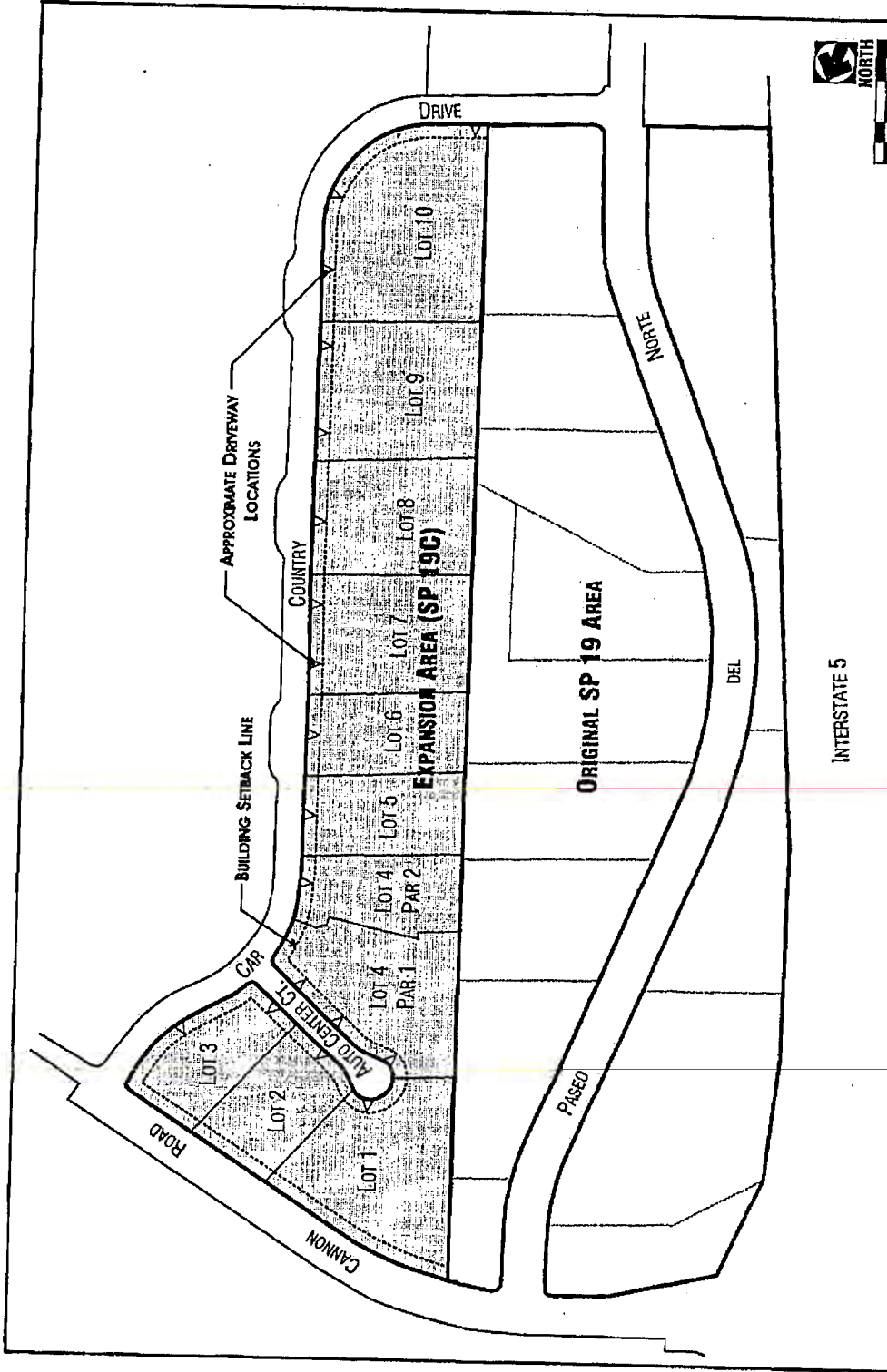
Primary access to the site will be from Car Country Drive which provides access from Paseo Del Norte to Cannon Road.

E. General Provisions

1. Except as specifically stated in this plan, the requirements of the C-2 zone and all other applicable provisions of the zoning, subdivision, grading and building codes (and any amendments thereto) of the City of Carlsbad shall apply.
2. Where minor questions arise regarding interpretation of this Specific Plan Amendment, the ~~Planning Director~~ City Planner shall resolve them in a manner consistent with the Municipal Code, adopted City plans and City policy. Such decisions by the ~~Planning Director~~ City Planner may be appealed to the Planning Commission and City Council.
3. The Car Country Expansion has been approved under the express condition that the applicant shall pay a Public Facilities Fee as required by City Council Policy No. 17, dated July 28, 1987, on file with the City Clerk and incorporated herein by reference and according to the agreement executed by the applicant for payment of said fee.
4. This project shall comply with all conditions and mitigation required by the Zone 3 Local Facilities Plan and any future amendments to that plan made prior to issuance of building permits.

CAR COUNTRY CARLSBAD
SPECIFIC PLAN 19

EXPANSION AREA
PART 3



SPECIFIC PLAN 19C
CAR COUNTRY CARLSBAD
CARLSBAD, CA

Figure 3-3
SITE PLAN

JACK HENTHORN & ASSOCIATES

5. Unless found to be exempt, all development shall be required to obtain approval of a Site Development Plan consistent with Section II.B of this plan and in accordance with CMC Chapter 21.06. Prior to development of any of the lots under this Specific Plan a Site Development Plan pursuant to Chapter 21.06 of the Carlsbad Municipal Code shall be submitted to the City of Carlsbad for a Planning Commission approval. These The plans shall be evaluated in accordance with municipal ordinances and policies in effect at the time said plans are before the Planning Commission appropriate decision-making authority.
6. Approval of this Specific Plan or approval and construction of a part of the development pursuant to this amendment shall not vest any rights in the balance of the Specific Plan nor create any vested rights in the approval of any subsequent development
7. All land and/or easements required by this Specific Plan for public streets and public utility purposes shall be granted to the City of Carlsbad without cost to the City and free of all liens and encumbrances, except as otherwise conditioned by the Tentative Tract Map.
8. Approval of this plan does not constitute and guarantee individual development within the Specific Plan Amendment area will be approved, nor that the availability of public facilities and services will necessarily coincide with any owner or developer's timetable for construction. Availability of public services will be evaluated in the context of subsequent individual approvals and the adopted Local Facilities Management Plan for Zone 3.
9. Prior to development, a landscape and irrigation plan shall be approved by the ~~Parks and Recreation Director~~ Planning Division.
10. Car Country Drive shall be a single loaded street.
11. All proposed development shall comply with the grading and resource preservation policies of the underlying Local Coastal Program.
12. Prior to issuance of building permits, the developer of any site shall be required to obtain a Coastal Permit.

F. Amendments

Amendments to this document may be initiated by an application to the ~~Planning Director~~City Planner, subject to a recommendation of approval by the Planning Commission and approval by the City Council. Amendments are also subject to review and approval of a Local Coastal Program Amendment by the California Coastal Commission.

II. DEVELOPMENT REVIEW PROCESS

A. Subdivision Process

Prior to any development there shall have been a final subdivision map for Car Country Expansion in conformance with the State Subdivision Map Act and Title 20 of the City of Carlsbad Municipal Code.

B. Site Development Plan Requirement and Decision-Making Authority

C. B.

A Site Development Plan shall be required for all new development as noted below.

1. Exemptions

a. The following project types are exempt from the requirement for a Minor Site Development Plan or Site Development Plan provided that the City Planner determines that the project meets all development standards and is consistent with all aspects of the Car Country Specific Plan:

- 1) Any addition to an existing building that would result in an increase of less than ten percent of the internal floor area of the existing building.
- 2) Construction of new buildings that would result in an increase of less than ten percent of the combined internal floor area of all existing buildings on the site.
- 3) Any interior or exterior improvements that do not add square footage (e.g. architectural façade enhancements).
- 4) Modifications to outdoor lighting plans.

2. Minor Site Development Plan

The following project types require administrative approval of a Minor Site Development Plan in accordance with CMC Chapter 21.06:

a. Any addition to an existing building that would result in an increase of between ten and fifty percent of the internal floor area of the existing building.

- b. Construction of new buildings that would result in an increase of between ten and fifty percent of the combined internal floor area of all existing buildings on the site.

3. Site Development Plan

The following project types require approval of a Site Development Plan in accordance with CMC Chapter 21.06:

- a. Any improvement to a building that would result in an increase of more than fifty percent of the internal floor areas of an existing building.
- b. Construction of new buildings that would result in an increase of more than fifty percent of the combined internal floor area of all existing buildings on the site.
- c. Construction of any new building(s) or permanent improvements on a vacant lot.

C. Coastal Development Permit Requirement

Unless found to be exempt, all development shall be required to obtain approval of a Coastal Development Permit in accordance with CMC Chapter 21.201. Prior to building permit issuance for any lot, the applicant or any successor is required to obtain approval of a site development plan in accordance with Chapter 21.06 (Qualified Development Overlay Zone) of the Carlsbad Municipal Code.

The Planning Commission shall review the site development plan in accordance with the General Plan, City Zoning Ordinance, this document and any other applicable policies. At the conclusion of a public hearing, the Planning Commission shall approve, conditionally approve, or disapprove the site development plan.

III. PROJECT DEVELOPMENT STANDARDS

This section sets forth development standards which shall apply to all lots within the Car Country Expansion Specific Plan. New car sales is the principle allowed use of the Car Country Expansion and is allowed on all lots. In addition to new car sales certain other uses described in this section are allowed on Lots 2-3.

A. Permitted Uses

1. All Lots

- a. Motor vehicle dealerships for the retail sales, leasing, renting and servicing of new and used automobiles and other motor vehicles such as recreational vehicles but whose primary activity is new vehicle sales.
- b. Auto rental and leasing (subject to approval of a Conditional Use ~~permit~~Permit)*
- c. Used vehicle sales (subject to approval of a Conditional Use Permit)*
- d. Auto repair - foreign and domestic (subject to approval of a Conditional Use Permit)*
- e. Parking Structures for the storage of new cars, employee parking and/or service bays.

** Subject to the finding that the use is associated with an existing or proposed new auto dealership in Car Country, a finding that no new auto dealerships are available at the time of approval and, a condition that any time a new car dealership becomes available, the uses identified in section III.A.1 (b, c, and d) shall be abated and/or modified so that the new auto dealership becomes the primary use of the site.*

2. Lots 2-3

- a. All permitted uses cited in (1.) above.
- b. Retail automotive parts sales and service including but not limited to the following:

- 1) Tire sales and service
 - 2) Muffler shops
 - 3) Brake shops
 - 4) Wheel alignment and suspension services
 - 5) Tune-up and oil changing facilities
 - 6) Transmission repair
 - 7) Auto detailing and interior work
 - 8) Auto accessories
 - 9) Car wash (Dealership Only)
- c. Auto rental and leasing.
- d. Restaurant (subject to approval of a Conditional Use Permit).
- e. A 1,080 square foot delicatessen located as shown in Exhibits 'A'-
'C' of Planning Commission Resolution No. 3221.

B. Building Coverage

Building coverage for uses described in A.1.a above shall not exceed 25 percent. Allowable total building coverage may be increased to 50% when a parking structure is a part of a Site Development Plan.

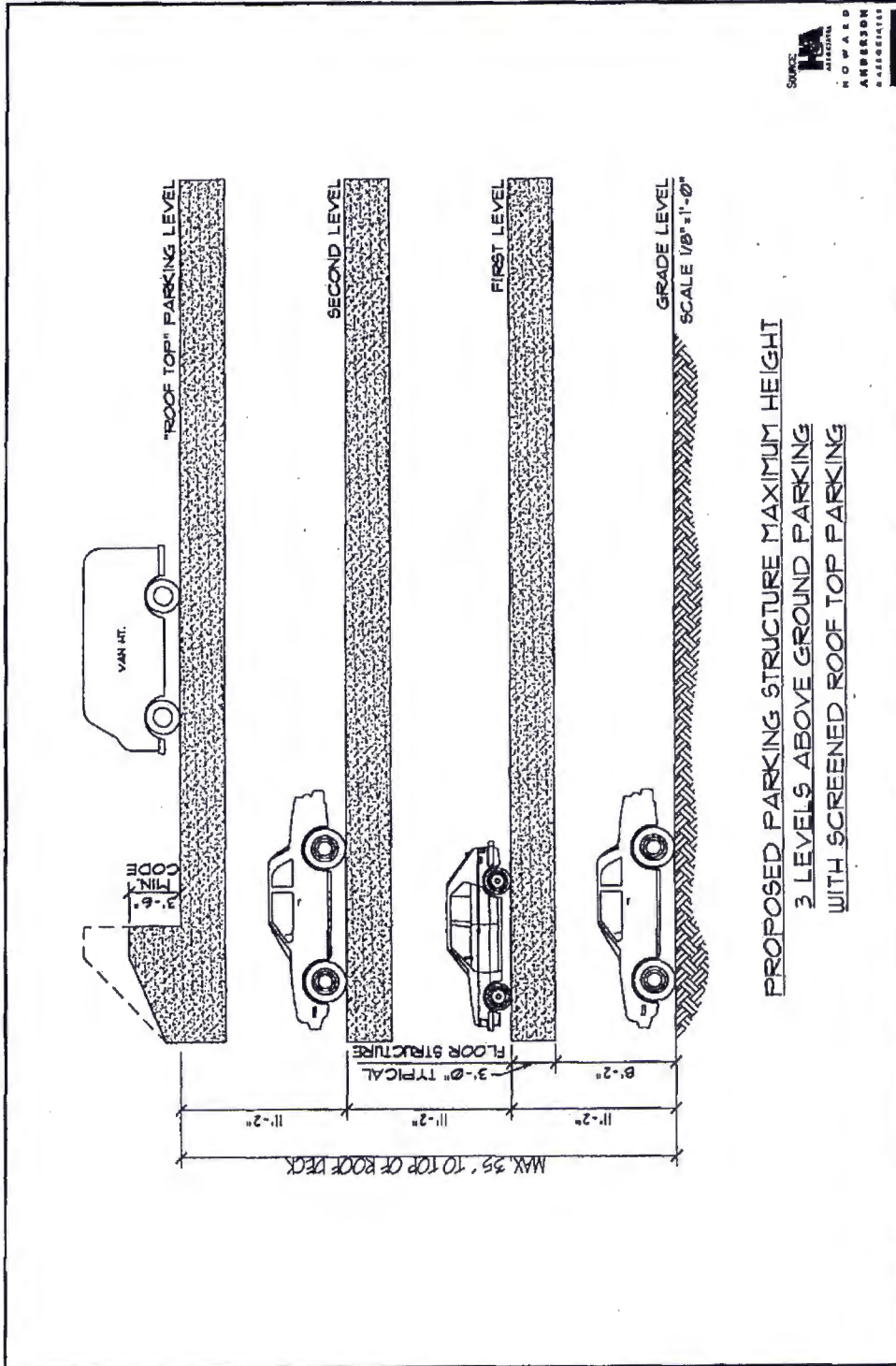
C. Building Height

No building, excluding parking structures, shall exceed a height of thirty feet or two stories.

Parking Structures – three stories and 35' maximum to top of roof deck, as shown in Figure 3-4. Height protrusions up to 45' are allowed per CMC Section 21.46.020-of the Carlsbad Municipal Code.

D. Architectural Design and Materials

The design of exterior building elements and fencing shall be compatible with the existing style of Car Country, generally described as Spanish or Mediterranean motifs. Special attention shall be given to the architectural details of all west facing elevations to ensure that they are visually attractive when viewed from 1-5 and Paseo Del Norte.



SPECIFIC PLAN 19C
 CAR COUNTRY CARLSBAD
 CARLSBAD, CA

GARAGE SECTION
 JACK HINTHORN & ASSOCIATES

All structures located in the Car Country area shall comply with the following design standards:

1. Exterior walls shall incorporate design elements that are consistent with the Spanish or Mediterranean architectural styles. Examples of these elements include, but are not limited to, slump stone adobe, stucco, arches, arcades, cornices, corbels, balustrades, fountains, and door/window details. Alternative design elements and materials may be incorporated into the architecture subject to the determination that the elements are found to be consistent with the Spanish or Mediterranean styles.
2. All buildings shall have an exterior color consistent with the Spanish and Mediterranean architectural styles. ~~The use of warm, muted earth tones is required.~~
3. If a roof element is incorporated into the building design, the roof shall include a mission clay barrel tile or S-tile design of terra cotta coloring i.e. red El Camino blend, or Bernardo blend.

Irrespective of use, all lot improvements, with the exception of Lots 2 and 3, shall be designed and constructed in their entirety as new motor dealerships to include both sales and service facilities as a contiguous whole.

E. Building Setbacks

1. Front Yard Setback
Twenty-five (25) feet minimum. Roof overhangs and other unsupported architectural devices may project six (6) feet into the setback area.
Parking structures shall be setback a minimum of fifty (50) feet (including parking structures which include uses besides parking).
2. Side Yard Setbacks
Ten (10) feet minimum. Roof overhangs and unsupported architectural devices may project six (6) feet into the setback.
3. Street Side Yard Setback
Twenty-five (25) feet minimum. Roof overhangs and other unsupported architectural devices may project six (6) feet into the setback area.
Parking structures shall be setback a minimum of fifty (50) feet (including parking structures which include uses besides parking).

4. Rear Yard Setback

Access rights to Cannon Road shall be relinquished for Lots 1-3. Along Cannon Road a minimum rear yard setback of thirty-five (35) feet shall be maintained for all buildings. A minimum twenty-five (25) foot landscaped setback shall be maintained for all open parking or driveways along Cannon Road. Any driveway within this setback shall be screened from the street by a mixture of mounding and landscaping to the satisfaction of the ~~Planning Director~~ City Planner. Within the setback along Cannon Road, display of the sale motor vehicles may be permitted upon approval of the ~~Planning Director~~ City Planner. See Figure 3-5 for design detail.

F. Parking

The intent of this section is to provide sufficient parking areas on site such that on-street parking will be minimized.

1. General Parking Standards for Motor Vehicle Dealerships

- a. Sales – One space per 400 square feet of gross floor area. Gross floor area includes all interior areas that are not specified below, including but not limited to: interior display, reception areas, private offices, and closing rooms.

20% of the required stalls shall be designated as customer parking.

- b. Repair – Four spaces per work bay for the first three bays. Two spaces per bay for each bay in excess of three. Work bays shall not count as parking spaces.

- c. Parts –

Customer Parking: 1 space per 1,000 square feet of gross floor area for auto parts.

Employee Parking: 1 space per 1,250 square feet of gross floor area for auto parts.

- d. Storage and Display (New and Used Vehicle Inventory) – On-site storage of vehicles is permitted as long as it does not encroach into any employee or customer designated parking spaces.

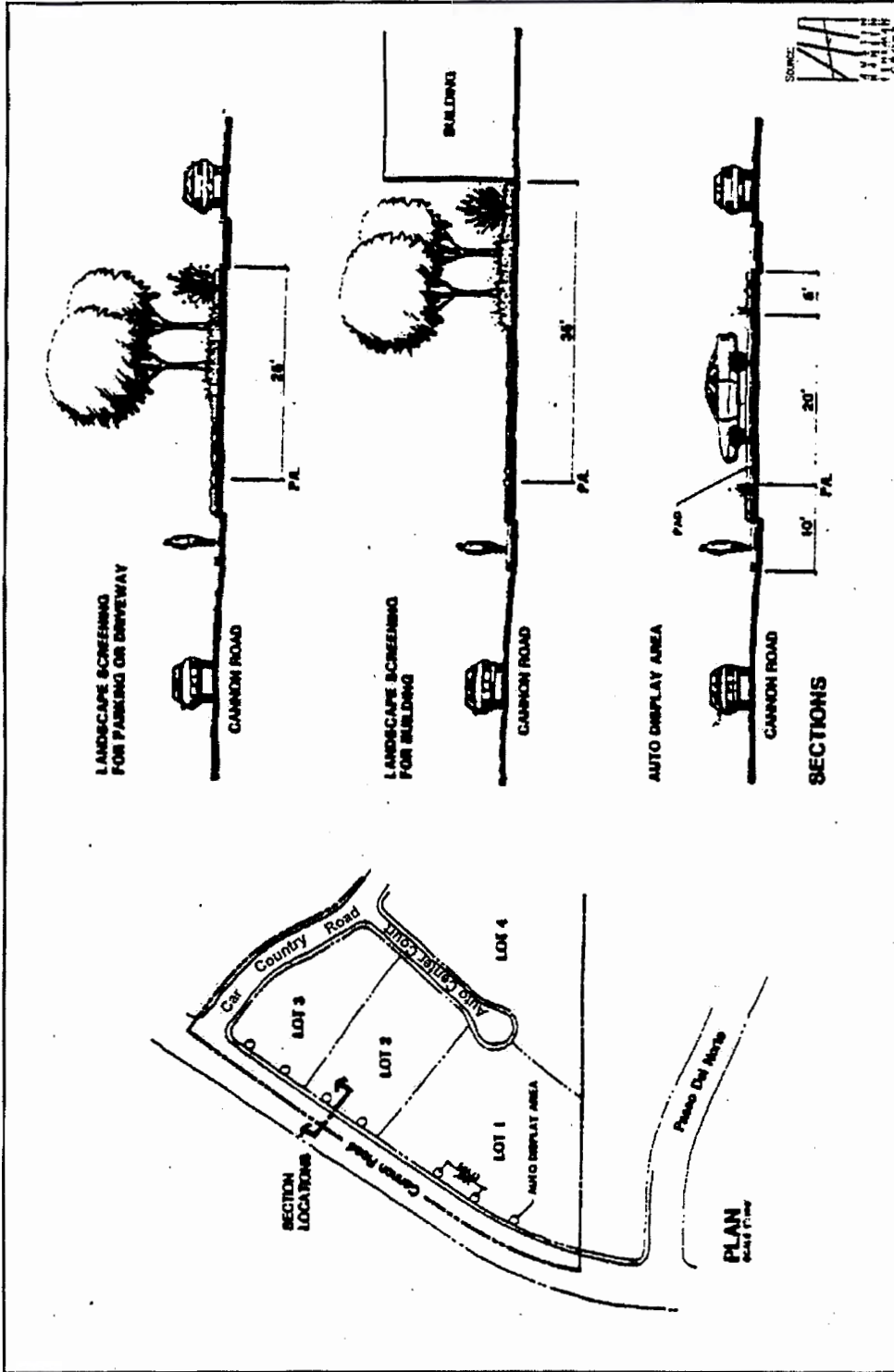


Figure 3-5
 LOTS 1, 2 & 3 SCREENING FROM CANNON ROAD
 JACK HENTHORN & ASSOCIATES
 CARLSBAD, CA

- e. All other uses – such as parking as may be required by CMC Section 21.44 of the Carlsbad Municipal Code for a specific use.
- f. All required customer and employee parking spaces shall be striped and designated as such to the satisfaction of the Planning Director/City Planner.

G. Parking Structures

Parking structures may be used for the storage of new cars, employee parking and/or provide areas for sales, service, and/or parts. Design of the structure shall be consistent with Sections C, D & E and complementary with existing buildings on and off-site. All vehicles shall be screened from outside views by the structure walls and/or landscaping.

Landscaping shall be provided to screen the structure from surrounding properties and the I-5 corridor.

H. Loading

Provisions for loading and unloading shall be provided as follows:

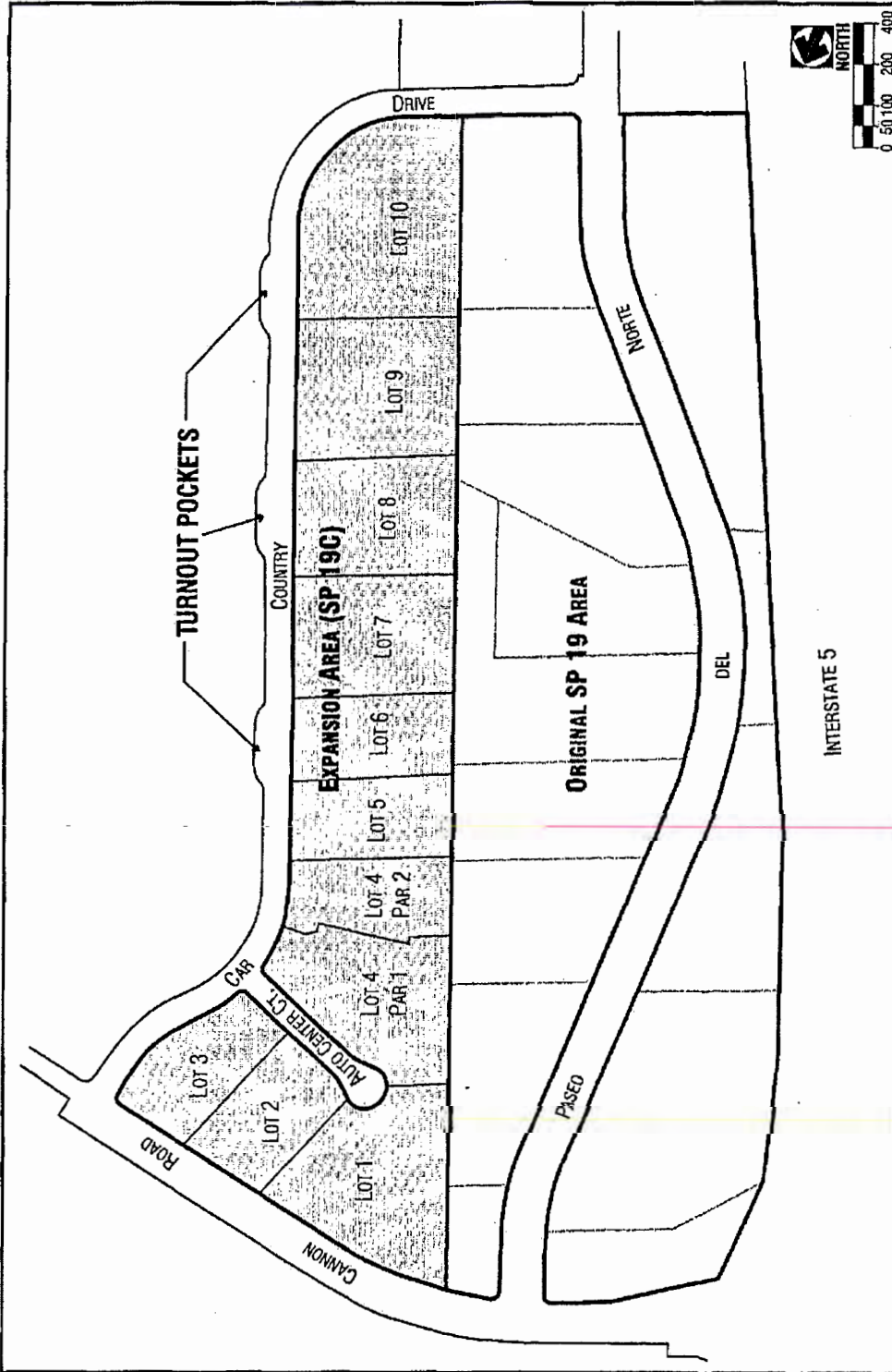
- 1. Loading areas shall not be allowed in front yard or side street setbacks.
- 2. Three off-site truck turnouts shall be required along the easterly side of Car Country Drive as illustrated in Figure 3-6.
- 3. In addition to the truck turnouts, each dealer should provide for on-site loading areas for parts and accessories, these shall be clearly shown on all Site dDevelopment pPlans.

I. Storage

Other than new and used vehicles held for sale to the public, no materials, supplies, or equipment, shall be stored in any area on a site except inside closed buildings or behind fencing as described in Section III.M.

J. Paging System

Outdoor sound systems for music and/or for paging shall be designed to noise nuisance to adjoining properties and shall not impact adjacent neighborhoods. Speakers shall be spaced to minimize sound levels and oriented away from adjoining properties and shall not exceed a decibel level of 3 DB's over ambient.



SPECIFIC PLAN 19C
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CARLSBAD, CA

TURNOUT POCKET
JACK HENTHORN & ASSOCIATES

noise level. Upon completion of construction, the outdoor sound system shall be tested for noise and where necessary it shall be adjusted to the satisfaction of the ~~Planning Director~~City Planner.

K. Special Events Promotions

Special promotional events such as helium or hot-air balloons, large cranes and similar promotional devices or activities which have a significant visual or noise impact upon surrounding properties shall not be allowed.

L. Outdoor Lighting

The intent of this section is to achieve the following goals:

1. All display and security lighting for each dealership shall be designed for uniformity.
2. Lighting shall be designed to minimize glare to surrounding properties and distant neighborhoods.

All outdoor lighting fixtures and pole specifications with respect to height, type, projected angle of light, material, colors and use, shall be consistent with the existing Car Country. All lighting fixtures for display areas of vehicle dealerships and general commercial lighting shall be ~~metallic vapor and quartz variety~~ metal halide, induction lighting, or other low-energy usage light fixture (no fluorescent arm type fixtures) as allowed by the appropriate decision-making authority. Maximum lumination for outdoor lighting shall be 100-foot candles. Additionally, no lights shall be above a ninety (90) percent angle.

The number of poles shall be kept to a minimum where possible by combining several luminaires on a single pole. The pole height shall not exceed a maximum of twenty (20) feet. Flood lamps mounted at ground level for lighting cars is permissible if concealed and if the flood lighting is not glaring or objectionable when viewed from adjacent streets or properties. To reduce the projects off-site impacts, fifty (50) percent of all outdoor lights shall be turned off after 10 p.m. Each Site ~~d~~Development pPlan shall include a detailed lighting plan.

Lighting for the roof level of parking structures shall be shall be limited to the use of bollards or lighting attached to the parapet walls. Roof top lighting shall not exceed the height of the parapet wall.

M. Fencing and Screening

1. Prohibited Materials

Wire fencing and gates shall not be allowed.

2. Fencing and Gate Design

The design of fencing and gates shall be appropriate to and similar to the Spanish or Mediterranean motifs required for the buildings. Materials shall be masonry, stucco, wood, or other similar materials as permitted by the ~~Planning Director~~ City Planner.

3. Screening

On-site storage areas, loading areas and service bays shall be screened from view from the outside by fencing.

Height of fence shall average 8 feet and be limited to maximum and minimum heights of 9 feet and 7 feet respectively.

Parking structures shall be screened from view from the outside by a combination of fencing and landscaping.

4. Fencing Setback

Fencing in the front yard and street sideyard setbacks shall not exceed thirty (30) inches in height

N. Trash Collection

Trash receptacle areas shall be enclosed by a six-foot high masonry wall with gates pursuant to City standards. Location of said receptacles shall be approved by the ~~Planning Director~~ City Planner. All enclosures shall be of similar colors and/or materials to the project they serve and shall be designed to the satisfaction of the ~~Planning Director~~ City Planner.

O. Equipment and Roofs

1. All exterior equipment and appurtenances shall not be permitted on the roof unless entirely enclosed.

2. All equipment screening shall be architecturally compatible with the main building(s) on the site and shall enclose the equipment from the

view of adjoining properties to the east to the first ridge line and public streets.

3. All pitched roofs shall be of material compatible with the building exterior (tile, shingle, wood), or all flat roofs shall be screened or fully enclosed by such material viewed from the first ridgeline east of Car Country Expansion.

P. Utility Services

All utilities services shall be underground. Transformer or terminal equipment shall be visually screened from view from streets and adjacent properties.

Q. Driveway Locations

Lots shown on Figure 3-3 shall have one driveway except Lots 3, 4, and 10. If lots are merged, the development proposal shall attempt to reduce the number of driveway locations to comply with the City's standard requiring a minimum of 300 feet between driveways. Precise driveway locations will be determined during site plan review for each lot.

R. Grading

Grading shall be completed in one phase per an approved City of Carlsbad grading plan.

S. Undeveloped Areas

Undeveloped areas/slopes shall be planted and maintained in a clean, neat and orderly manner as required by ~~Section 11.06.130 of the Carlsbad Grading Ordinance~~ CMC Chapter 15.16 – Grading and Erosion Control. Undeveloped lots shall not be used for the storage of automobiles unless a Conditional Use Permit is processed pursuant to ~~Section CMC Chapter 21.42 of the Carlsbad Municipal Code~~.

T. Performance Standards

All motor vehicle dealerships and related automotive service facilities shall comply with the following performance standards:

1. The maximum allowable exterior noise level of any use shall not exceed sixty-five L_{dn} as measured at the property line. Where a structure is occupied by more than one use, the noise level shall not be in excess of 45 L_{dn} as measured within the interior space of the neighboring

establishment. Noise caused by motor vehicles traveling to and from the site are exempt from standard.

2. All uses shall be operated so as not to emit matter causing unpleasant odors which are perceptible to the average person while within or beyond the lot containing such uses.
3. All uses shall be so operated so as not to generate vibration discernible without instruments by the average person while on or beyond the lot upon which the source is located or within an adjoining enclosed space if more than one establishment occupies a structure. Vibration caused by motor vehicles, and temporary construction is exempted from this standard.
4. All uses shall be operated so as not to produce humidity, heat, glare or high-intensity illumination which is perceptible without instruments by the average person while on or beyond the lot containing the use.
5. All uses shall meet the air-quality standards of the San Diego County Air Quality Control Board (AQCB). In addition, all uses shall be operated so as not to emit particulate matter or air contaminants which are readily detectable without instruments by the average person while in the lot containing such uses.
6. All discharge of industrial waste shall be in conformity with the provisions of Chapter 13.16 of the Carlsbad Municipal Code. Businesses which produce grease, oil or other toxins as a by-product of their operation, shall provide on-site grease-traps to prevent these products from entering the public drainage system. This information shall be indicated on the Site Development Plan and shall be designed to the satisfaction of the Carlsbad Fire Chief.

U. Test Driving

Auto dealers shall provide to all sales and service employees a map which designates areas for test driving. This map shall note that test driving in residential areas shall be strictly prohibited. This map shall be approved by the ~~City Engineer~~Transportation Director and ~~Planning Director~~City Planner, prior to issuance of building permits.

V. Employee Eating Area

Outdoor eating facilities for employees shall be provided consistent with CMC
Section 21.34.070 (3) of the ~~Carlsbad Zoning Ordinance~~.

IV. LANDSCAPE STANDARDS

The purpose of the Landscape Standards is to provide landscaping which is in harmony with the existing Car Country and is appropriate to the Spanish or Mediterranean design motifs.

A. Landscape Areas

1. Front Yard and Side Street Landscaping

A ten-foot landscaped area shall be constructed along the public rights-of-way for Car Country Drive and Auto Center Court. Said area shall include a five-foot strip in addition to the five-foot parkway width.

Along Cannon Road, a minimum twenty-five foot Landscape Area consistent with Section III.E.3 of the Specific Plan shall be provided.

Maintenance programs for the Landscaped Area shall be subject to approval of the ~~Parks and Recreation Director~~ Planning Division.

2. Interior Landscaping

Landscaping in the interior of display parking areas shall be provided in addition to the front yard landscaping strip. Such landscaping shall be in accordance with good design practice and other requirements of this Section.

3. Percentage Area Landscaping

Consistent with the existing auto park, five (5) percent of all on-site paved areas exclusive of setback areas shall be landscaped. ~~Design and maintenance of landscaped areas shall be subject to approval by the Parks and Recreation Director.~~

4. Sloping Earth Banks

Areas in which grading has caused sloping earth banks shall be landscaped and irrigated in a manner to protect the soil from erosion.

B. Wheel Stops and Concrete Curbs

In public display and customer areas where landscaping abuts the paved area, six-inch high concrete curbs and concrete bumper stops shall be provided.

C. Maintenance of Landscaping

Maintenance standards to be observed shall include the following:

1. Lawn and ground covers shall be trimmed and mowed.
2. Weeds and debris shall be removed.
3. Plantings shall be maintained in a healthy and growing condition with pruning, fertilization and cultivation a regular part of the maintenance program.
4. The irrigation system shall be maintained in good working condition.
5. The developer of the Car Country Expansion shall enter into an agreement with the property owner to the east of Car Country Drive to ensure that the slopes created by the construction of Car Country Drive are properly landscaped and maintained. This agreement shall be approved by the ~~Planning Director~~City Planner prior to final map approval.

D. Landscaping Materials and Design

Required landscaping shall consist of a designed combination of trees, ground cover and shrubbery. These materials shall be of limited selection to give greater unity to the visual quality of the development and shall be selected for concern of climate and maintenance. The predominant species of trees within the project shall be consistent with those species planted within the existing Car Country. These species include: Eucalyptus Citriodora, Ficus Rubiginosa and Cocos Plumosa.

In general the landscape materials shall be based on the following requirements:

1. Street Trees - not less than 24" box. Maximum spacing of 40' on-center.
2. Parking Area Trees - not less than 24" box. One tree is required per each 20 cars displayed.
3. Ground Cover - designed for full coverage in a maximum of six months.

4. Shrubbery - not less than one gallon size.

V. **ADDENDUM**

Uses for Lots 2 & 3 per SDP 88-3 Exhibit "Y" dated 10/19/88

PROJECT SUMMARY

Uses

Permitted Uses

As per Specific Plan 19(c) retail automotive parts sales and service including but not limited to the following:

- 1) Tire sales and service
- 2) Muffler shops
- 3) Brake shops
- 4) Wheel alignment and suspension services
- 5) Tune-up and oil changing facilities
- 6) Transmission repair
- 7) Auto detailing and interior work
- 8) Auto accessories

The following uses are specifically prohibited at the subject site:

- 1) Radiator repair shop
- 2) Battery rebuilding shop
- 3) Automobile painting shop
- 4) Body repair shop
- 5) Automobile frame straightening shop
- 6) Automobile towing operations
- 7) Automobile salvage shop

Conditional Uses

A restaurant is permitted at the proposed location subject to the provisions of Condition #11 of Planning Commission Resolution 2776.

Site Use:

Site Area	161,520 SF (3.7 AC)
Building Coverage	20.8 %
Landscaping	31.5 %

CAR COUNTRY CARLSBAD
SPECIFIC PLAN 19C

EXPANSION AREA
PART 3

Square Footage:

	<u>Building A</u>	<u>Building B</u>	<u>Total</u>
Retail	7,200	600	7,800
Warehouse	2,440	600	3,040
Service Bays	38 Bays	12 Bays	50 Bays
Restaurant (not approved)		4500	4,500

Parking:

	<u>Required</u>	<u>Provided</u>
Retail (1:200)	39	39
Warehouse (1:1000)	4	4
Service Bays	106	106
Restaurant (not approved)	50	50
	199	199

I. COMPREHENSIVE SIGN PROGRAM STANDARDS

The purpose of this section is to establish the sign standards necessary to ensure coordinated exposure and tenant identification within the Car Country Specific Plan area. A primary consideration is preventing visual blight and traffic safety problems. Carlsbad Municipal Code (CMC) Chapter 21.41 (Sign Regulations Ordinance) shall apply except as specifically stated in the following specific plan consolidated—sign regulations standards. If there is a conflict between these specific plan sign standards and those in CMC Chapter 21.41, the specific plan sign standards shall prevail.

A. Sign Permit Procedures

1. Permit

All signs within the Car Country Specific Plan area shall be subject to a require a sign permit which shall be determined by the Planning Director/City Planner (or designee) to be in compliance with the Specific Plan and CMC Chapter 21.41, (CMC), except as otherwise defined in this section.

2. Appeals

The decision of the Planning Director/City Planner may be appealed to the Planning Commission pursuant to CMC Section 21.54.140. ~~In a similar manner, the decision of the Planning Commission may be appealed to the City Council.~~

~~The appeal shall be filed with the secretary of the Planning Commission (for Planning Commission appeals), or the City Clerk (for Council appeals) within ten (10) calendar days of the decision. Appeals shall be accompanied by a filing fee as specified in the City fee schedule.~~

Appeals Noticing

All appeals shall be noticed in accordance with CMC Section 21.54.060 of the zoning ordinance as it may be amended from time to time.

B. General Standards Permitted Signage

Signs permitted shall meet the following standards:

1. Each lot will be permitted signage equal to two square feet per lineal foot of building frontage.
- ~~2. One freestanding sign may be placed on each lot provided the sign area of the freestanding sign is included within the aggregate sign area permitted as stated in paragraph B.1. above.~~
- ~~3. No portion of such sign shall extend over or into the public right-of-way line, or be within fifteen feet of any driveway or curb line.~~
- ~~4. Monument signs shall not exceed a height of eight feet.~~
- ~~5. Freestanding signs shall not exceed the height of any building which is located on the same site, and in no event shall the signs be over thirty five feet high.~~
- 6.2. Within Car Country Plaza (Lots 2 & 3 of the Expansion Area), signs for uses other than motor vehicle dealerships on Lots 2-3 shall conform to the sign regulations of the Carlsbad Municipal Code as it may be amended from time to time.
- 7.3. All signs will be reviewed by the Planning Director/City Planner to ensure compatibility and to protect the public interest.
- 8.4. All signs shall be oriented so that the primary view is from surface streets. Interstate 5 shall not be considered a surface street.
- 9.5. Signs oriented to surface streets, but still visible from Interstate 5, shall be consistent in size, color and illumination with those of the existing auto park.
- ~~10. Only one freestanding sign advertising the entire car country development, may be oriented to Interstate 5. This sign shall be a maximum of 35 feet high and 150 square feet in area.~~
6. All signs shall be placed so as not to be detrimental to traffic safety to the satisfaction of the Traffic Engineer.
7. No portion of such any sign shall extend over or into the public right-of-way unless approved otherwise by the appropriate decision-maker.
8. All signs shall comply with the requirements of the Coastal Zone.

C. Franchise Signs

1. ~~One monument sign and one freestanding sign may be placed on each lot provided the sign area of the freestanding sign is signs are included within the aggregate sign area permitted as stated in paragraph B.1. above.~~

2. ~~If more than one franchise is located on one lot, an additional freestanding sign, wall or monument sign may be allowed. Such signs shall meet the following criteria:~~

~~Monument signs shall not exceed eight feet in height.~~

3.2. ~~The aggregate sign area for the entire development shall not exceed the All franchise signs on a lot (wall, fascia, awning, monument and freestanding) shall be counted towards the aggregate sign area allowed for the development on that lot according to the provisions of Paragraph B.1. above.~~

4. ~~Monument signs shall not exceed eight feet in height.~~

5. ~~Freestanding signs shall not exceed the height of any building which is located on the same site, and in no event shall the signs be over thirty-five feet high.~~

3. ~~No portion of such sign shall extend over or into the public right of way, or be within fifteen feet of any driveway or curb line.~~

4. ~~The maximum sign area for any such sign shall not exceed fifty five square feet.~~

5. ~~The signs shall be oriented so that the primary view is from surface streets. Interstate 5 shall not be considered a surface street.~~

~~D. Direction Signs~~

1. ~~The maximum aggregate sign area of all entry/directional signs is 100 square feet plus 3 square feet per acre of property within the development. The maximum area for any individual sign is 150 square feet.~~

2. ~~A sign permit application shall be submitted for these signs.~~

3. ~~Entry and directional signs shall be combined into one sign.~~

4. ~~These signs shall be placed within the boundaries of the Car Country Specific Plan.~~

5. ~~A unified design theme which is complimentary to the design of the existing architecture shall be used.~~

6. ~~The base of entry/directional signs should be landscaped to provide an~~

~~attractive setting, and ground definition of the signs.~~

7. ~~The appearance of the sign should be unified by a common design. Subdued sign and lettering colors should be used consistent with the design theme of the center.~~

~~E. All signs shall comply with the requirements of the Coastal Zone.~~

~~F. All signs shall be placed so as not to be detrimental to traffic safety to the satisfaction of the Traffic Engineer.~~

D. Signs on Dealerships Immediately Adjacent to Interstate 5

Notwithstanding Section 21.41.030, 10(A) and (B) and 21.41.010 (3)(B) of the Carlsbad Municipal Code, the following regulations shall apply:

1. Dealers whose lots are immediately adjacent to Interstate 5 may have wall mounted or fascia signs only, facing the freeway, subject to the following requirements:

- a. ~~Such s~~Signs shall be wall-mounted or fascia signs only. Signs perpendicular or at an angle to the building are prohibited.
- b. Signs shall not exceed the height of the building on which it is located. Roof mounted signs are prohibited.
- c. ~~Such s~~Signs shall not be larger than one square foot per linear foot of frontage of the buildings facing Interstate 5. The area for these signs is in addition to other signs permitted for the dealership and shall not be used to calculate permitted sign area for other signs as set forth in Section B.1 above.
- d. The maximum height dimension of such signs shall not exceed one-third of the height of the building elevation on which it is placed.

- ~~2. The procedure by which permits for such signage shall be obtained is set forth in Sections A and E above.~~

E. On-Site Directional Signs

1. Each lot is permitted to have on-site directional signs. Such signs shall meet the following criteria:

- a. Signs may only contain non-commercial messages or directional symbols that are designed to guide or direct pedestrian or vehicular traffic to uses on the same site.
- b. Signs shall be located to facilitate traffic internal to the individual dealerships located on that lot.
2. On-site directional sign standards:
 - a. The maximum number of on-site directional signs shall not exceed three per driveway entrance.
 - b. Signs shall not be larger than six square feet per sign.
 - c. On-site directional signs shall not exceed six feet in height.
3. On-site directional signs shall not count towards the permitted aggregate sign area as stated in Paragraph B.1 above.

F. Car Country Identification Signs

1. Two types of identification signs, "Entry Monument Signs" and "Wayfinding Signs" shall be permitted within the boundaries of the Car Country Specific Plan for the purpose of identifying Car Country in general and for guiding customers to the various dealerships within Car Country.
2. The maximum aggregate sign area of all Car Country Identification Signs is 600 square feet.
3. The sign area of the Car Country identification signs shall not count against the maximum aggregate sign area allowed for each lot by the provisions of paragraph B.1 above.
4. Entry Monument Signs
 - a. Up to six entry monument signs that specifically identify Car Country as a whole may be allowed. Individual dealership names/logos are not permitted on these signs.
 - b. The entry monument signs shall be allowed at or near the primary entry points to Car Country at:
 - Cannon Road/Paseo Del Norte
 - Cannon Road/Car Country Drive
 - Paseo Del Norte/Car Country Drive
 - Cannon Road between Car Country Drive and Paseo Del Norte

- b. Signs may be located on new or existing site/retaining walls or they may be constructed as freestanding monument signs.
- c. Entry monument signs shall not exceed eight feet in height.
- d. The sign area for any individual entry monument sign shall not exceed 60 square feet.

5. Wayfinding Signs

- a. Up to four wayfinding signs may be allowed for the purpose of guiding customers to the various individual dealerships.
- b. The wayfinding signs shall generally be allowed at secondary intersections (Auto Center Court and Car Country Alley), mid-block locations, or other appropriate locations as provided for in an approved sign program.
- c. Wayfinding signs shall not exceed 14 feet in height.
- d. The sign area for any individual wayfinding sign shall not exceed 60 square feet.
- e. A unified letter height, color and font shall be used for directional arrows and dealerships names. The "Car Country" identification shall be incorporated into these signs.

6. The entry monument and wayfinding signs shall be unified by a common design theme which is complementary to the Spanish/Mediterranean architectural theme of the Car Country development. Subdued sign and lettering colors should be used consistent with the design theme of the center.

7. The base of all identification signs shall be landscaped to provide an attractive setting and ground definition to the signs.

8. An application for a sign program shall be submitted for all proposed Car Country Identification Signs as a comprehensive package, rather than individually. The sign program shall be approved by the appropriate decision-making authority.

G. Regional Commercial Sign

1. -Only one freestanding regional commercial sign shall be permitted within the Car Country Specific Plan Area. The primary purpose of the sign,

which may be oriented to Interstate 5, shall be to advertising the entire eCar eCountry development,

~~may be oriented to Interstate 5.~~

2. This sign shall be a maximum of 35 feet high not exceed 50 feet in height and 150 square feet of static sign area.

3. The design of the regional commercial sign shall be complementary to the Spanish/Mediterranean architectural theme of the Car County development.

4. Digital Display Sign

a. A digital display sign may be located on the regional commercial sign subject to the approval of a Conditional Use Permit by the City Council.

b. The overall height of the regional commercial sign shall not exceed 65 feet and the digital display sign area shall not exceed 625 square feet (25 ft. height x 25 ft. width). The design, the size of the digital display area and the overall sign height shall be reviewed through the CUP process.

c. The Conditional Use Permit will include detailed digital display sign development standards. Specific operational details of the sign (i.e.: the "dwell time", the time of transition between messages and the brightness of the screen) will be decided through approval of the Conditional Use Permit by the City Council.

d. The digital display sign shall be designed so as not to create a potentially significant safety impact to motorists and other highway users due to light and glare. At a maximum, the light output shall not exceed the limits imposed under California Vehicle Code Section 21466.5 (Light Impairing Drivers Vision) or the recommendations of the Outdoor Advertising Association of America (OAAA), whichever is more restrictive. Light levels emitted from the digital display sign shall be set to adjust, based on ambient light conditions at any given time (i.e., night versus daytime).

e. The Conditional Use Permit application shall include documentation that the digital display sign has been submitted to the Airport Land Use Commission for an obstruction analysis by the FAA to

ensure that there are no conflicts with the height and size of the sign or any concerns related to reception.

5. Coastal Development Permit

Any Regional Commercial/Digital Display Sign proposal requires the approval of a coastal development permit and must be consistent with all applicable policies and requirements of the certified Local Coastal Program.

6. The procedure by which permits for such signage shall be obtained is set forth in Sections A and E-B above, unless specified otherwise.

Provisions for Digital Display Signs recommended for deletion by the Planning Commission:

Located under Part 4, Section G. Regional Commercial Sign, (pg. 4-5 and 4-6)

4. ~~———— Digital Display Sign~~

- a. ~~———— A digital display sign may be located on the regional commercial sign subject to the approval of a Conditional Use Permit by the City Council.~~
- b. ~~———— The overall height of the regional commercial sign shall not exceed 65 feet and the digital display sign area shall not exceed 625 square feet (25 ft. height x 25 ft. width). The design, the size of the digital display area and the overall sign height shall be reviewed through the Conditional Use Permit process.~~
- c. ~~———— The Conditional Use Permit will include detailed digital display sign development standards. Specific operational details of the sign (i.e.: the "dwell time", the time of transition between messages and the brightness of the screen) will be decided through approval of the Conditional Use Permit by the City Council.~~
- d. ~~———— The digital display sign shall be designed so as not to create a potentially significant safety impact to motorists and other highway users due to light and glare. At a maximum, the light output shall not exceed the limits imposed under California Vehicle Code Section 21466.5 (Light Impairing Drivers Vision) or the recommendations of the Outdoor Advertising Association of America (OAAA), whichever is more restrictive. Light levels emitted from the digital display sign shall be set to adjust, based on ambient light conditions at any given time (i.e., night versus daytime).~~
- e. ~~———— The Conditional Use Permit application shall include documentation that the digital display sign has been submitted to the Airport Land Use Commission for an obstruction analysis by the FAA to ensure that there are no conflicts with the height and size of the sign or any concerns related to reception.~~

5. ~~———— Coastal Development Permit~~

~~Any Regional Commercial/Digital Display Sign proposal requires the approval of a coastal development permit and must be consistent with all applicable policies and requirements of the certified Local Coastal Program.~~

