

# **DESIGN PLAN**

## **Freeway Commercial South Portion Otay Ranch Town Center Sectional Planning Area (SPA)**

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**FREEWAY COMMERCIAL SPA  
OTAY RANCH TOWN CENTER, SOUTH PORTION  
DESIGN PLAN**

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## I INTRODUCTION

The Freeway Commercial, South Portion, Sectional Planning Area (“SPA”) represents the continued southward and eastward extension of the initial development approved in Otay Ranch SPA One, and the subsequent approval of Otay Ranch Village 6 immediately to the west of the Freeway Commercial SPA and Otay Ranch Village 11, immediately to the east (see Vicinity Map, Exhibit 1 and Project Location/SPA Boundary Map, Exhibit 2). The proposed SPA is the Freeway Commercial component of the sub-regional commercial, cultural, social, and public services center envisioned as the Eastern Urban Center (EUC) and freeway commercial area established in the Otay Ranch General Development Plan (Otay Ranch GDP). (The proposed contemporaneous Otay Ranch GDP Amendment renames the southern portion of the Freeway Commercial SPA to Otay Ranch Town Center.)

In 2001, an Otay Ranch GDP amendment separated the EUC and Freeway Commercial components into separate planning areas. In September 2004, the Freeway Commercial SPA Plan was adopted and entitled approximately 1,214,000 square-feet of commercial uses: 867,000 square-feet on the South Portion (FC 1), and 347,000 square-feet on the North Portion (FC 2). In 2006, a portion of the allowed building area in the Otay Ranch Town Center Mall was constructed on FC 1.

In 2007, SPA amendment was approved which raised the total commercial area allowed on FC 1 from 867,000 square-feet to 960,000 square-feet; however, to date, only 816,000 square-feet has been built. In 2015, due to the changed conditions of development, including economic environment and housing market, a General Plan (GP) amendment and Otay Ranch GDP amendment were approved for FC 2 site adding residential land use to the existing SPA (refer to the FC 2 Master Precise Plan, Promenade for details). The SPA Plan amendment to implement the GP and GDP amendments was approved in 2016 and modified in 2019.

This FC 1 amendment would introduce Mixed-Use/Residential to the northwest quadrant of the FC 1 area of the SPA, including adding ground-floor commercial on the north side of Main Street west of the Town Center Plaza. The provision of up to 840 residential units reinforces the walkability and mixed-use plan of Planning Area 12 (PA 12) of Otay Ranch. It is intended to enhance living, working, shopping, and transit options in the area.

This introductory section of the Freeway Commercial Design Plan provides a description of the design framework for the project, the setting, an overview of the SPA land use plan, surrounding uses and circulation system. The second chapter describes the overall planning area design features and provides specific guidelines for various design components/issues of the project. A separate section in that chapter provides landscape design guidelines and provides plant palettes for specific areas within the project. The final chapter describes the regulatory process for design review.



## **A. Design Plan Document**

### **1) Purpose & Intent**

The Otay Ranch GDP requires that a Village Design Plan be prepared for each village or planning area at the SPA level of planning. The SPA-level Design Plan guides planning and development by defining the intended character and design elements of the SPA. It provides guidance for developers and designers in creating the project and it will be used by the City of Chula Vista to evaluate the plans submitted to implement the approved SPA.

This Design Plan for the Freeway Commercial SPA guides the design of sites, buildings, and landscapes within the project to ensure that the quality of the adopted urban design and architectural concepts established for the overall Otay Ranch community are maintained. The design plan identifies an architectural theme and delineates streetscape and landscape design, signage programs, and lighting guidelines consistent with that theme.

### **2) Related Planning Documents**

The guiding framework design plan is the Otay Ranch GDP Overall Design Plan. The Overall Design Plan provides general design guidelines appropriate to the pedestrian and transit-oriented village concepts envisioned for the community. Village Design Plans for previously approved SPAs also serve, to a limited extent, as models for the Freeway Commercial SPA Design Plan.

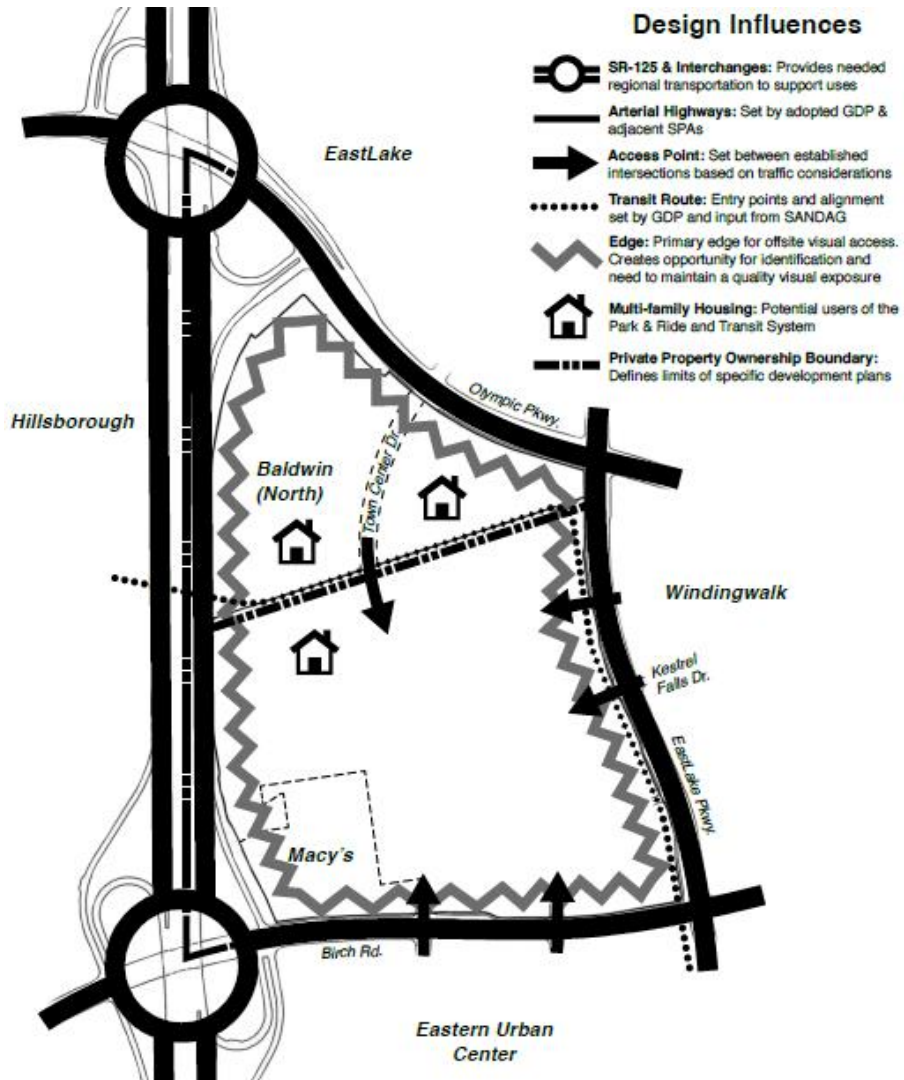
The Design Plan is one component of the Freeway Commercial SPA package which includes the land use and facility design focused SPA, the Planned Community (PC) District Regulations which provide land use and development regulations (zoning), the Master Precise Plan (MPP), and the Public Facilities Finance Plan (PFFP) which addresses public facilities financing and phasing.

## **B. Design Concept**

A number of factors influence the design of the Freeway Commercial SPA. The primary design influence is the freeway and automobile oriented commercial center, and high-density mixed-use concept described in the Otay Ranch GDP. Other influences are landowner desires, site conditions and characteristics, such as landforms, biological resources, drainage patterns, aesthetics, land use relationships and circulation patterns.

Existing and planned adjacent development patterns, Chula Vista General Plan policies, and the Otay Ranch GDP provisions governing adjoining undeveloped land also influence the design of the Freeway Commercial SPA, including the regional open space system, off-site circulation, biology, public facility connections and the planned land uses for adjacent properties. These factors are briefly described below and depicted on the Design Influences Exhibit (Exhibit 3).





**Exhibit 3**

**1) Topography**

The Freeway Commercial project area is located in the north-central portion of the Otay Valley Parcel of the Otay Ranch GDP. The project area includes approximately 160-acres of gently rolling terrain and is bounded by the alignments of Olympic Parkway on the north, Birch Road on the south, Eastlake Parkway on the east and, State Route 125 (SR-125) on the west.

**2) Surrounding Land Uses**

As noted above, a freeway and major streets bound the project site. Planned uses to the north are within “Land-swap” area of the Eastlake Planned Community, while planned uses to the west, south and east are within the Otay Ranch GDP. Property north of Olympic Parkway is within the Eastlake Greens SPA. The approved Eastlake Greens SPA plan designates freeway commercial uses between SR-125 and Eastlake Parkway (similar to the uses proposed in this SPA), and 750 units of medium-high density

residential uses east of Eastlake Parkway, northeast of the Freeway Commercial site. Olympic Parkway will separate the Eastlake development areas from Otay Ranch and Freeway Commercial SPA.

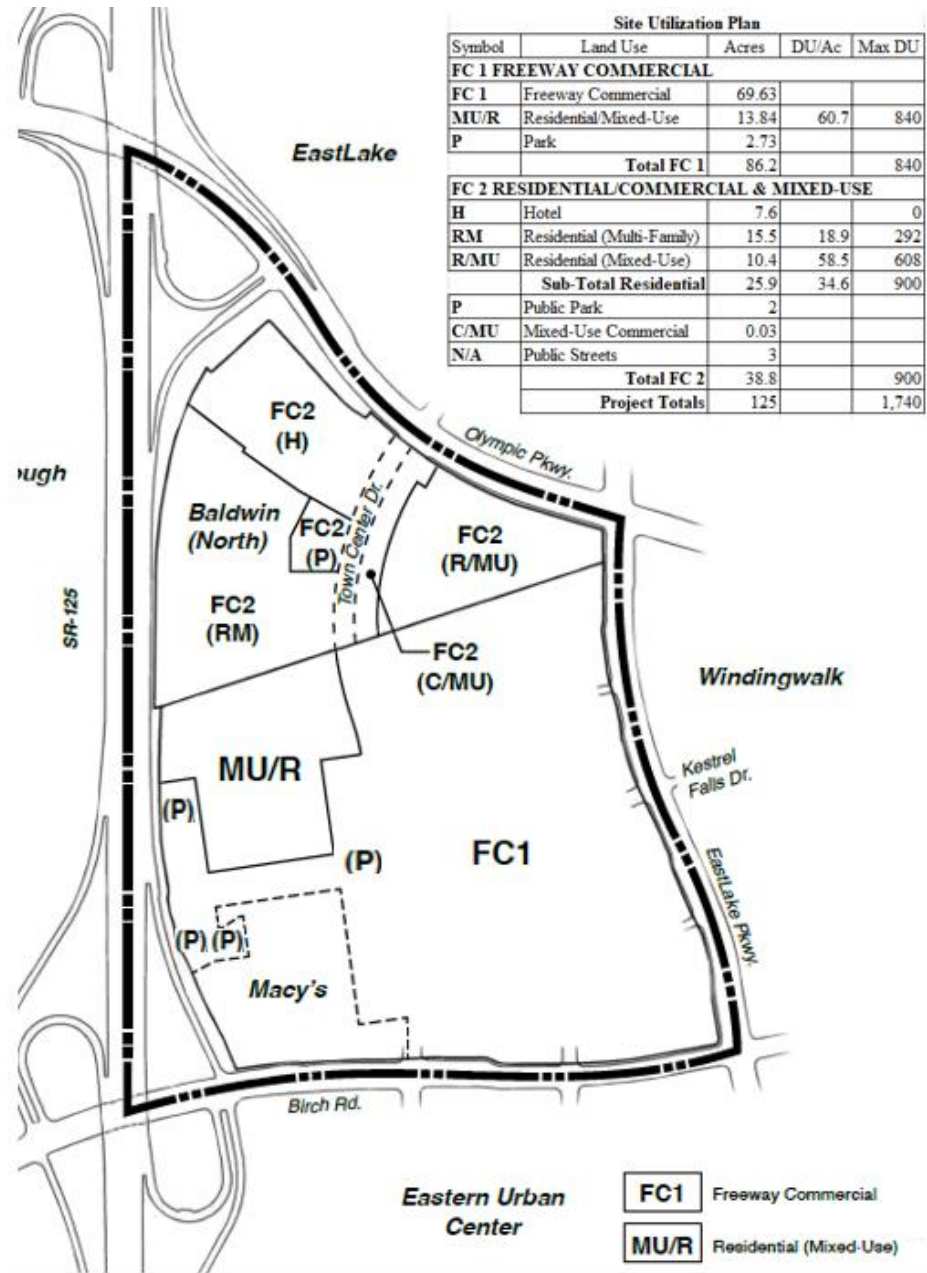
Otay Ranch development to the east and west of the Freeway Commercial SPA is typical Otay Ranch “village” concept while the high intensity EUC is located to the south. The Otay Ranch GDP requires a sensitive design that includes transition areas between villages which typically consists of landscaped slopes on either side of an arterial or major road which separates the villages. The western edge of the Otay Ranch Town Center SPA is SR-125 which physically separates the Otay Ranch Town Center from Otay Ranch Village Six. Access to the site is via SR-125 interchanges at Olympic Parkway and Birch Road, along the respective arterials to site entries and via an entry from Eastlake Parkway.

Landscaped open space, no less than 35-feet in width (30-feet along Olympic Parkway between Town Center Drive and Eastlake Parkway), within the average 75-foot wide “Enhancement Buffer” along the major roads. Pedestrian routes and pedestrian-oriented design features will be provided within the project along the internal streets, extending from the project entries to major destinations within the commercial center. In addition, the “Village Pathway” providing community-wide pedestrian and bicycle circulation connections is located off-site on the south side of Birch Road, and a regional trail is located on the north side of Olympic Parkway.

### **3) Freeway Commercial Land Uses**

Together, the Freeway Commercial SPA and the EUC are described in the Otay Ranch GDP as “the central commercial and office node for the entire ranch.” The EUC is further described as “an urban center, serving regional commercial, financial, professional, entertainment and cultural needs.” Although the Otay Ranch Town Center area and the EUC are intended to function synergistically to meet these regional needs, the intended character and uses in each are distinctly different. The EUC is intended to be a mixed-use area including some medium to high rise buildings with landmark architecture and a highly urban character, providing social and activity areas such as pedestrian plazas, a cultural arts facility, a library, etc. The Otay Ranch Town Center area also provides for a mix of commercial and residential uses, but with a somewhat lower intensity as a transition to the planned community north of Olympic Parkway.

The land use pattern for the SPA is that of a large commercial and residential use areas surrounded by major circulation routes. The conceptual location of the internal street system shown on the Site Utilization Plan (Exhibit 4) begins to establish the structure and pattern of development within the SPA. However, as a large area, the configuration of development will be established as site plans for various components of the planning area are prepared. In order to assure that a consistent and coherent plan for the entire area is developed and implemented, a Site Plan and Architectural approval (or Master Concept Plan with implementing site plans) shall be required for each parcel designated on the Site Utilization Plan to implement the allowed uses.



**Exhibit 4**

The Site Utilization Plan identifies two planning areas (FC 1 and FC 2) which correspond to the major ownerships of the property. Because of the independent ownerships, project plans have been designed and structured to allow the parcels to develop separately but in a coordinated manner. The SPA Plan is intended to provide the necessary SPA-level planning and design approvals which will be implemented at successive stages of planning and design separately by each owner. Prior to initiation of development within parcel FC 2 a Master Precise Plan (MPP) shall be approved to establish a comparable overall site planning and design framework for the parcel. An MPP for FC 1 was included in the Freeway Commercial SPA Amendment package approved by the City Council.

#### **4) Circulation**

Regional access to the project area is currently provided by SR-125 via Olympic Parkway, Birch Road, and Eastlake Parkway, which are located north, south, and east of the SPA area.

The Otay Ranch GDP provides for the eventual expansion of the regional transit system into Otay Ranch transit villages and the EUC (including the Freeway Commercial area.). The Freeway Commercial SPA is designated in the Otay Ranch GDP to be served by the regional transit system.

The Planned Bus Rapid Transit (BRT), 225 transit route. enters the Freeway Commercial SPA from Village Six, west of SR-125 by bridging over SR-125 and then continues at-grade to the transit station on the northwest corner of the Main Street (Kestrel Falls Road) and Eastlake Parkway. This is also the location of a 200-parking space Park and Ride. From there, the route extends south crossing Birch Road and entering the EUC SPA, where, according to the Otay Ranch GDP, an additional transit station is to be located. The SPA is also served by local bus routes 707 and 709. The SPA is also connected to the surrounding Villages through a series of pedestrian and bicycle paths/trails/sidewalks.

Exhibit 3 of the Freeway Commercial SPA Plan provides for the location of the transit way alignment and transit station.

#### **5) Conceptual Site Plan**

The anticipated character of the developed Freeway Commercial site is illustrated in the Conceptual Site Plan (Exhibit 5). This is neither the proposed design for the project nor a standard to which proposed designs will be held. It is included to provide an example of the scale, intensity, layout, and design that the implemented project may have.

The Conceptual Site Plan serves as an illustrated introduction and context for the specific design guidelines which follow in the next chapter.



**Exhibit 5**

## II DESIGN GUIDELINES

This chapter includes design guidelines for all aspects of development of the Otay Ranch Freeway Commercial Center. In addition to these guidelines, development standards for each land use area (*i.e.*, permitted land uses, lot coverage, height and bulk requirements, signs, *etc.*) are established in the Freeway Commercial SPA PC District Regulations. All of the development area is within the Freeway Commercial (FC) land use district and subject to the provisions of the FC land use district.

The following design guidelines supplement those PC District Regulations. Notwithstanding the guidance provided in these guidelines, compliance with zoning and other regulations of the City of Chula Vista or other authorized agencies is required and takes precedence. Any aspect of design not addressed in this Design Plan shall be governed by the City's Design Manual and associated development standards adopted by the City of Chula Vista.

The Freeway Commercial Center is planned to be a special focus area for the Otay Ranch Community and surrounding areas served by SR-125 freeway adjacent to the site. From a design/planning perspective, the Freeway Commercial Center is considered a "village" within the Otay Ranch Planned Community. The amenity and design program for this "village" should create a sense of identity in much the same way that the unique features and themes within the Otay Ranch residential villages have formed their identities.

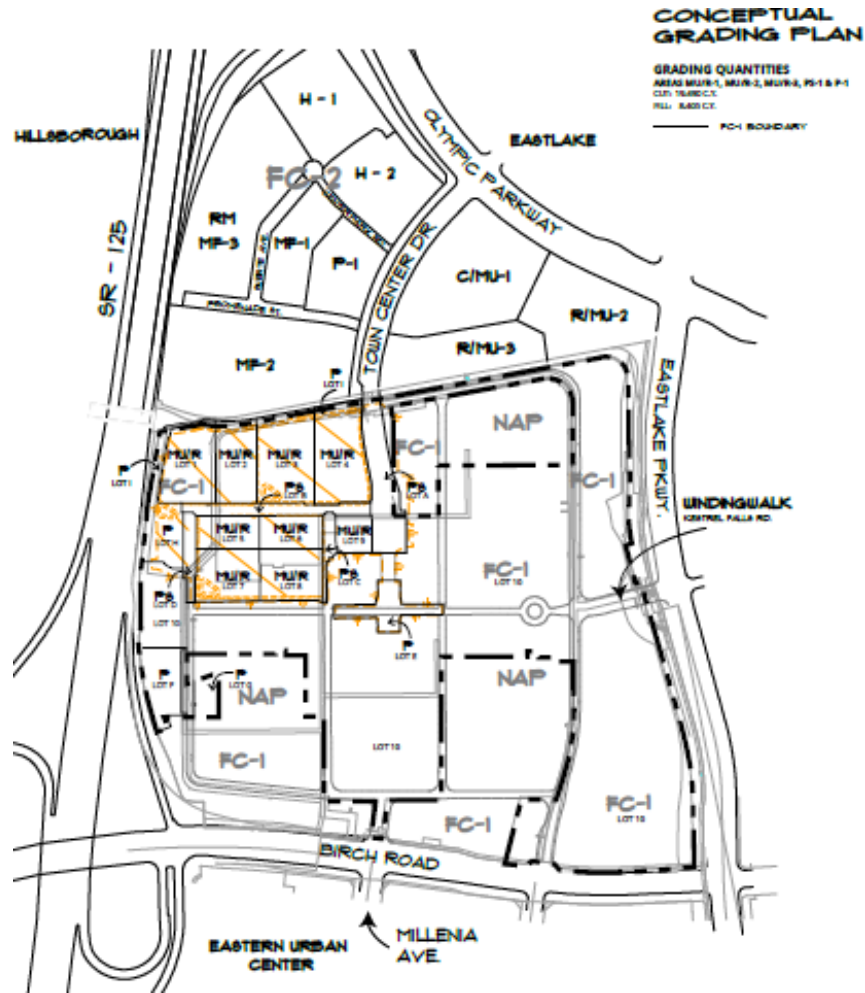
### A. Site Planning

The Freeway Commercial Center will consist of a variety of buildings and open areas. The project is specifically designated to accommodate retailers which serve a regional market and residential uses. Retail, residential, office, service, restaurant, and entertainment uses will be integrated in a way that will provide a quality environment appropriate to each use. Because of the importance of unifying themes and designs over an extended development period, the Design Plan will be utilized to ensure overall consistency while allowing for necessary flexibility at the site plan level of detail.

The conceptual master plans herein provide illustrations of the overall land use diversity, site development character and conceptual space relationships within the commercial center. The purpose of these plans is not to establish specific development standards, but rather a context for the evaluation of detailed plans for individual phases from the perspective of the Freeway Commercial Center as a whole.

#### 1. Landform

The Grading Concept (Exhibit 6) illustrates the proposed landform for development. The overall grading concept was to create one large continuous graded pad between FC 1 and FC 2, with no significant grade changes or need for permanent walls. The site gently sloping with slopes at the development edges, adjacent to the major roads and SR-125. Upon buildout, landform is not expected to be a significant design issue internal to the commercial center. Figure 7 illustrates the grading concept of the FC 1 residential area.



**Exhibit 6**

**2. Building Siting**

The project will include a variety of building sizes and types. In general, buildings should be visible from the perimeter arterial highways or along the SR-125 edge. Smaller structures with a greater opportunity to provide a pedestrian-scaled environment should be located along the internal street edges in a manner consistent with pedestrian oriented design but balanced with the tenant requirements in the overall concept of an automobile-oriented and mixed-mobility center.

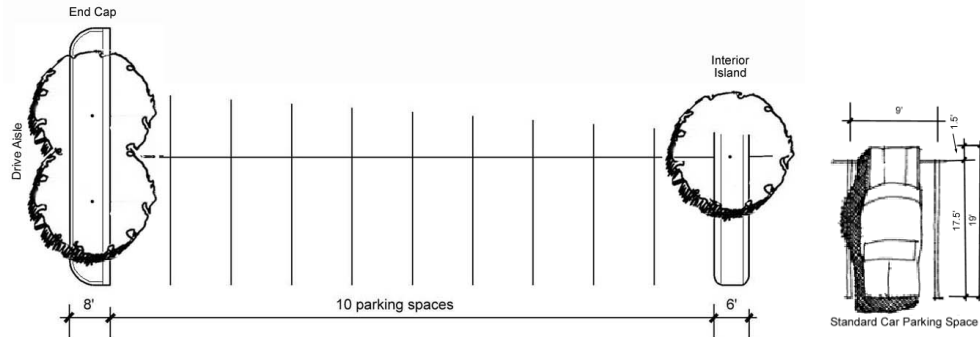
**3. Site Entries**

Primary ingress/egress to the SPA are via vehicle entries along Olympic Parkway, Eastlake Parkway, and Birch Road. These entries connect to the internal circulation system which will provide access to the various parking/shopping and mixed-use residential areas within the project. Design features for these access points/entries are depicted below. These concepts will be subject to detailed engineering evaluation with submittal of future site plans. Refer to Section II-F for additional detail on signing at entries.

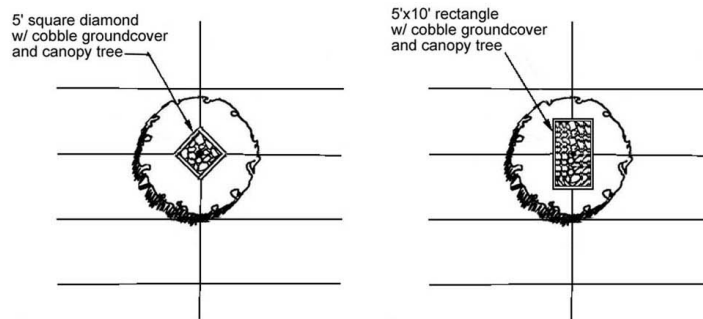
#### 4. Parking

- Textured and/or enhanced paving may be used to accent driveways and building entries or other significant areas.
- All parking should be clearly outlined by double stripes on the surface of the parking facility.
- Standard car size parking spaces (Exhibit 7) are a minimum of 9-feet by 19-feet (including a potential 1½-foot overhang at the front curb where adjacent to landscaping or a sidewalk). The planting strip and/or pedestrian walk width should be increased accordingly to compensate for the overhang.
- Two-way private driveways are to have a minimum width of 24-feet for perpendicular parking.
- All parking facilities should be lighted in accordance with current City standards.
- The number of parking spaces required is determined by the Schedule of Off-street Parking Requirements in the Freeway Commercial SPA PC District Regulations.
- Landscape islands should be provided at approximately every tenth stall; the Director of Development Services shall approve any alternative parking landscaping solution.
- Landscape islands between parking stalls shall be 6-feet wide and provide a 12-inch concrete step out strip on each side of the landscape node.
- Landscape nodes at the end of parking bays shall be 8-feet wide with a 12-inch step out strip abutting the parking stall.
- Alternative tree planters (as shown in Exhibit 7) may be provided every fifth stall in lieu of the 6-foot landscape island.
- The building edge/parking interface should provide a well identified building entrance with enhanced landscaping/hardscape and safe, comfortable walking routes to reach the building entry.
- All new parking lots shall comply with the City's current Shade Tree Policy.





**Standard Landscape Nodes in Parking Areas**



**Alternative Planter Configurations**

**Exhibit 7**

**5. Bikes, Pedestrian Access, & Linkages**

The regional commercial uses which will dominate this section of the project do not tend to attract significant numbers of customers who arrive via walking or bicycling. Hence facilities to serve these modes of transportation are not expected to be significant design issues. Internal pedestrian circulation is a more significant issue. Internally, strong, pedestrian-friendly routes should be provided to encourage walking within the commercial and residential areas. Pedestrian-friendly areas include appropriately scaled buildings; interesting pedestrian level patterns, textures and building details; and inviting landscaping and site furnishings along a well-defined walking route. The pedestrian circulation system, based on the current conceptual site plan, is illustrated in Exhibit 8 on the following page. The final location of these routes will be a function of detailed design at the Design Review site plan level.

The internal intersections are designated an “Enhanced Paving Intersection” and will have enhancement features as determined during Design Review. Major pedestrian routes are identified on Exhibit 8 and are intended to have a high-level of pedestrian features, such as: benches, eating plazas, trellises, low walls or bollards, and enhanced hardscape. Examples are indicated as Exhibits 9 and 10. At the entry to the main shopping core, from Eastlake Parkway, is the BRT station, which is designated a Pedestrian Enhanced Intersection.

Several conceptual illustrations in the Design Plan include call outs for specific trees or features (such as fountains or Palm trees). This is only to illustrate one of many possible design concepts and not intended to be a specific proposal, or the only concept possible or desirable. The proposed specific design for these areas is not established at the SPA planning stage, but at the Design Review submittal stage. These illustrations should not be used to imply otherwise.

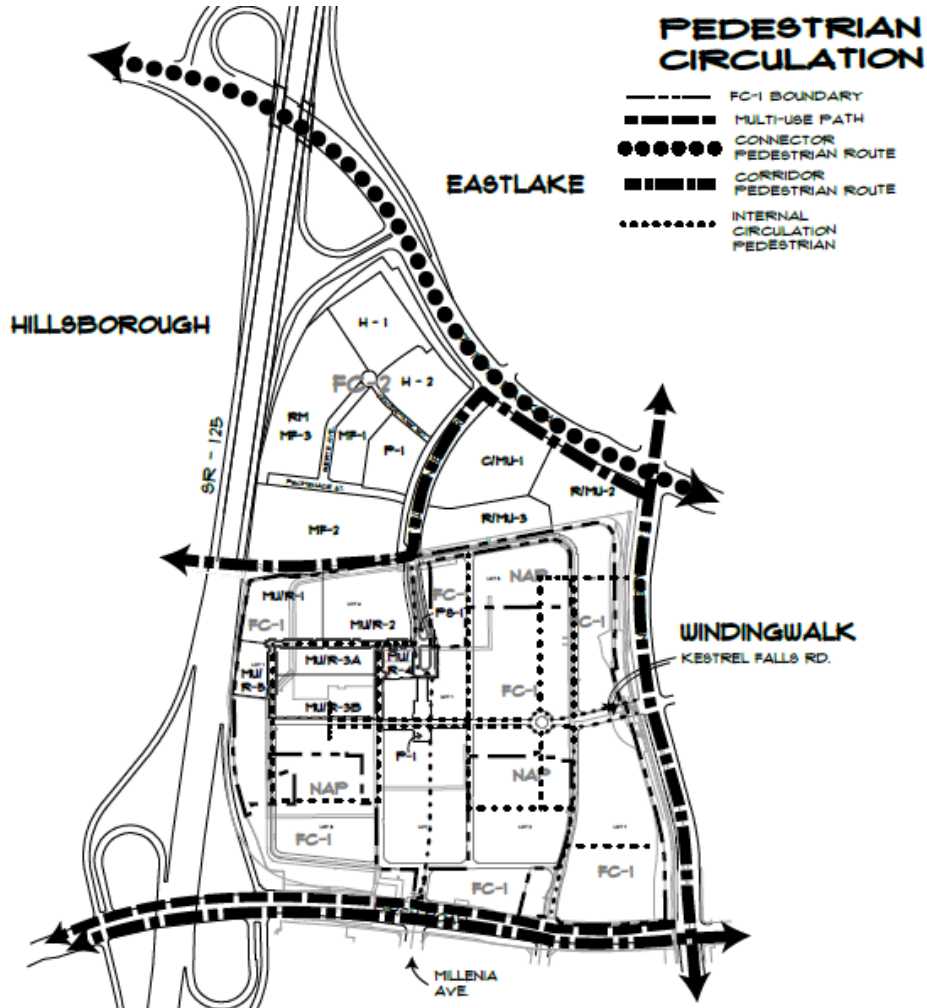
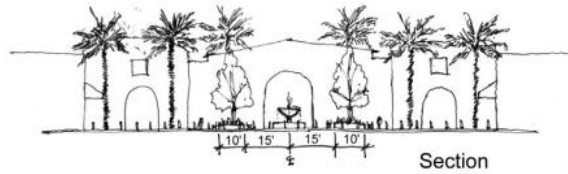
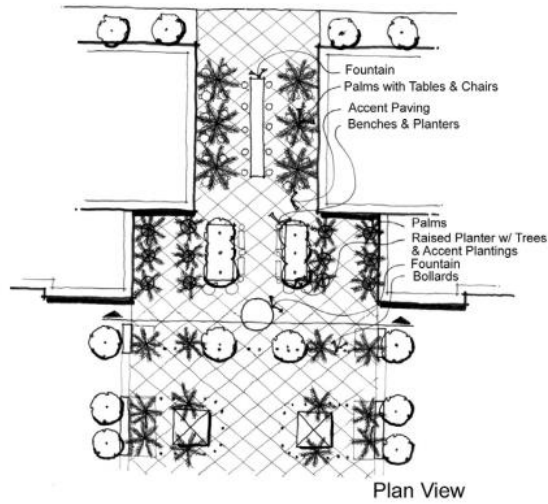


Exhibit 8

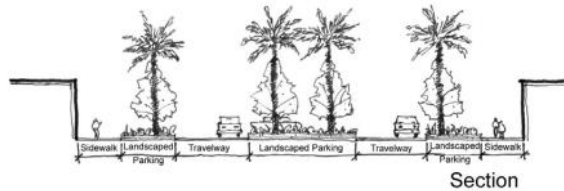
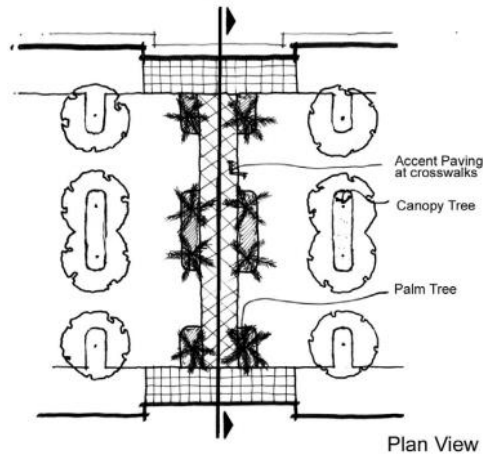
## Main Plaza Concept



Note: Dimensions and Tree types indicated are conceptual illustrations which may be modified with the final design.

Exhibit 9

## Pedestrian Crossing in Core Area



Note: Dimensions and Tree types indicated are conceptual illustrations which may be modified with the final design.

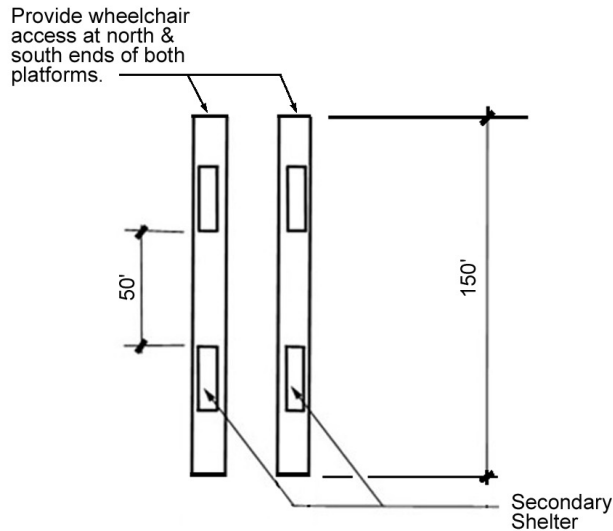
Exhibit 10

## 6. Transit Facilities

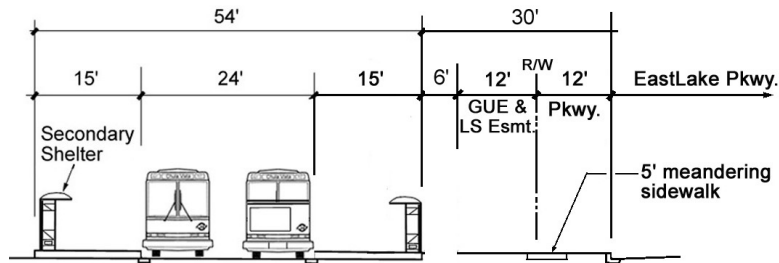
The Freeway Commercial SPA is designated in the Otay Ranch GDP to be served by extension of the to be served by extension of the San Diego Association of Governments (SANDAG) regional transit system. Consistent with the Otay Ranch GDP, a BRT line bridges over SR-125, along the property line between FC 1 and FC 2 then on the west side of Eastlake Parkway. A BRT station is located on the northwest corner of Eastlake Parkway and Kestrel Falls Road, Exhibits 11 and 12 provide plan and section views. The BRT station provides the community with the opportunity for commuters and persons needing regional transit without use of a personal vehicle. The overall on-site transit system was previously shown in Exhibit 5.

Patrons of the regional commercial uses in the Freeway Commercial Center are not expected to be significant transit users. Users are generally employees within the center or residents using transit to commute to jobs elsewhere.

### Transit Station



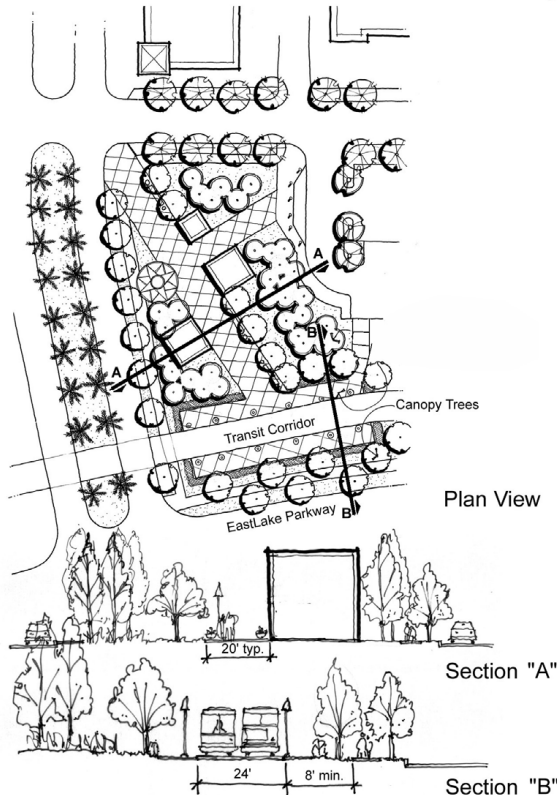
Plan View at Transit Station



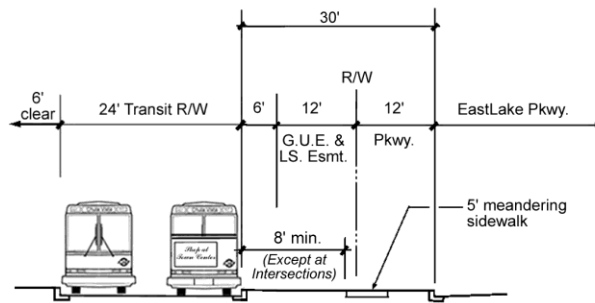
Section through Transit Station

Exhibit 11

# Transit Plaza at Entry

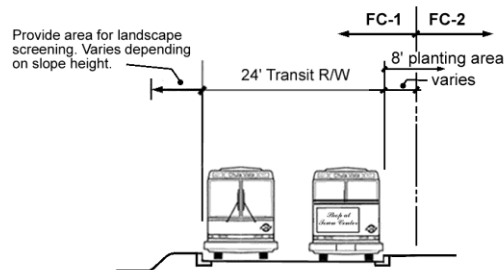


## Transit Sections



## Along EastLake Parkway

**Note:** The dimensions indicated are typical. The City Engineer may permit variations as deemed appropriate for the specific site conditions.



## Between FC-1 & FC-2

(Condition will vary according to relationship of transit lanes to property line established at TM)

## **7. Service, Storage, and Utilities**

- All outdoor storage and sales yards must be completely enclosed, screened from public view by landscaping, wall, or fence, not less than six feet in height, constructed of material complementary to the building materials. Outdoor storage includes material involved in fabrication, as well as the parking of all company owned or operated motor vehicles with the exception of regular passenger vehicles.
- Storage between the public street and the building may be permitted subject to Design Review but should be adequately screened from public view.
- No loading should be allowed which directly faces Olympic Parkway, Eastlake Parkway, Birch Road, and or primary internal streets unless it is adequately screened.
- All outdoor refuse collection and recycling areas must be completely enclosed and screened from view by a wall or fence constructed of materials which are complementary to the building materials. All such areas shall have concrete floors and loading pads and shall be of sufficient size to contain all business generated refuse. Trellis covers may be considered in visually sensitive locations.
- Sight distance shall not be obscured by trash enclosures.
- Shopping cart storage will be an important consideration in the Design Review process. It is a design objective that shopping cart storage does not interfere with vehicular or pedestrian circulation nor create a visual intrusion to the well-designed commercial setting. A well thought out plan that balances the functional considerations of shopping cart use with visual aspects of their storage is essential. Recommended locations are within the main structures and/or within small, conveniently located enclosures designed to efficiently serve the use.
- Comply with the City's Trash, Recycling, and Organic Materials program manual and requirements.

## **B. Architecture**

### **1. Architectural Character**

The intended architectural character of the commercial and residential should be consistent with the architectural and design themes established in the community structure completed per the Otay Ranch Overall Design Plan (major streetscapes, *etc.*) and previously adopted and implemented "village" development increments. Based on this design framework, the building architectural theme for the Freeway Commercial Center will be based on early California Heritage architecture styles, including Mediterranean, California Ranch, Monterey, and Southwest U.S. vernacular idioms. Adapting these architectural styles to the building requirements of large format commercial users and residential buildings will require imagination and creativity as

these architectural styles were developed for other, typically smaller, structures and homes. The specific architectural character will be developed during the preparation and approval process for the MPP.

The following components will contribute to the intended architectural character of the project:

- Building Scale and Proportions These styles are characterized by low pitched sloping roofs, plain wall surfaces, simple tapered or straight columns, parapet walls, use of arches, and courtyards. Building sizes consistent with commercial retail and residential uses shall incorporate these elements in order to reduce the scale and proportions of building elements. Building scale should be compatible with the surroundings and may include flat, pitched, or parapet roof lines. This applies not only to the relationship between structures, but also to the relationship between structures and open spaces and pedestrian areas such as plazas, courtyards, and sidewalks (see Exhibits 14-17).
- Building Height Varying the height of a building so that it appears to be divided into distinct massing elements, and/or articulating the building facade by horizontal and vertical offsets in wall planes can reduce building bulk and is strongly encouraged. Building articulation and architectural detailing are particularly important in creating an inviting and human scale at the ground level of structures (see Exhibits 14-17).
- Building Materials and Colors These styles are characterized by red barrel tile roofs, smooth or lightly textured hand troweled plaster finishes with eased corners, white or warm color earth tones, wrought iron accents, larger size wood trellises, rafter tails, overhangs and accents, ceramic tile accents, simple shaped plaster covered moldings and parapet terminations. Building scale can also be addressed through the proper use of window patterns, roof overhangs, awnings, and other architectural ornamentation.
- Building Lighting Buildings shall utilize more ornate, wall mounted accent lighting with angular, tapered shapes in dark or verde finishes, characteristic of these styles.
- Building Hardscape/Landscape Interface Transitions between building entrance areas hardscape and landscape shall be characterized by use of in ground or slightly raised planters and freestanding circular shaped natural concrete or clay pots.
- Front Elevations/Pedestrian Orientation Building elevations are an important design consideration since they are the most visible to both drivers and pedestrians. A variety of methods shall be used to provide interest, including, but not limited to articulation of wall planes; variation in heights; fenestration

and glass; architectural moldings; color or material changes; graphic signing; and other similar techniques. The scale and design of these architectural features at the pedestrian level should not overwhelm the pedestrian but create an environment that welcomes pedestrian use.

## 2. Mass & Form

Building massing on the site is shown conceptually on Exhibit 13. It shows the major building are to be set back, while smaller shops and buildings will front the internal streets. Another important consideration is the form of individual buildings. The exhibits and photographs on Exhibits 14-17 depict examples of how a variety of forms can be combined to provide variation to avoid the mundane large buildings and is adaptable for use in smaller buildings.

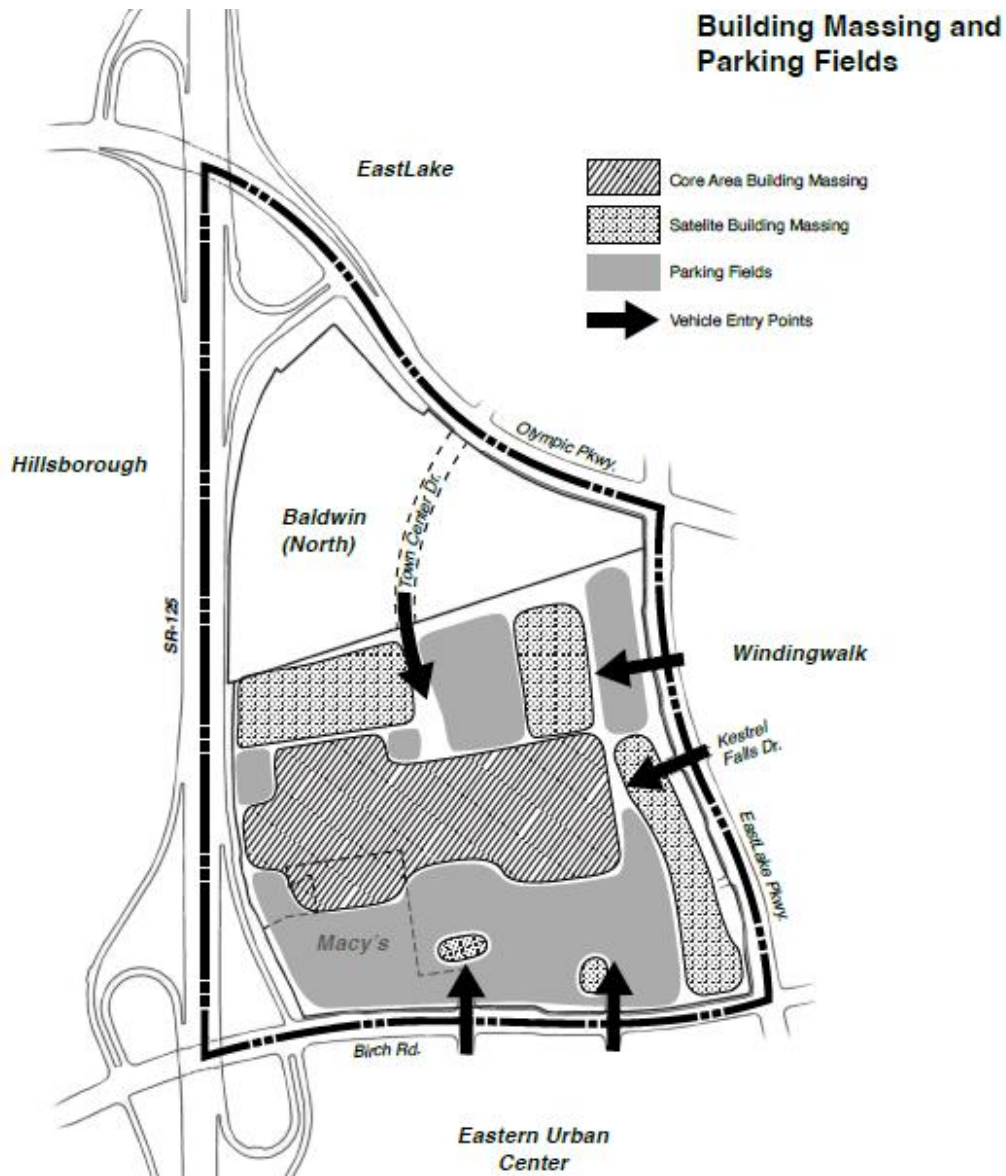


Exhibit 13



# PEDESTRIAN FRIENDLY ENVIRONMENTS



Shade adds a fine grained texture that relates to the human scale.



Shaded walks create more intimate pedestrian experiences and provides shelter from the hot climate.



Outdoor dining along streets or in courtyards enliven the pedestrian experience.



Pedestrian courts add variety to the spatial experience that adds diversity to the Center.



**Exhibit 14**

# BUILDING MASSING AND SCALE



Varied heights and forms give visual interest.

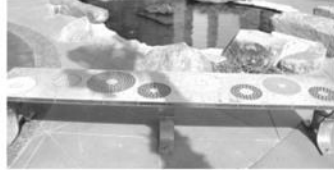
Awning and signs give scale to large scaled buildings.



Variations of building types add vitality through variety.

**Exhibit 15**

# BUILDING DETAILS



Details such as interesting storefronts and windows, light fixtures, benches, pots, and signage all add to creating an enlivened environment.



Pedestrian Courts and Plazas are additional opportunities to incorporate details that enrich the character of the Center.



Entries to larger buildings can relate to the human scale through an appropriate use of building details.



**Exhibit 16**

# BUILDING MATERIALS AND COLORS



A varied palette of materials and color give interest to the pedestrian experience.

The diversity of tenant storefronts helps break up the building mass into smaller scale units.



Building accents are opportunities for using variety in materials and color.



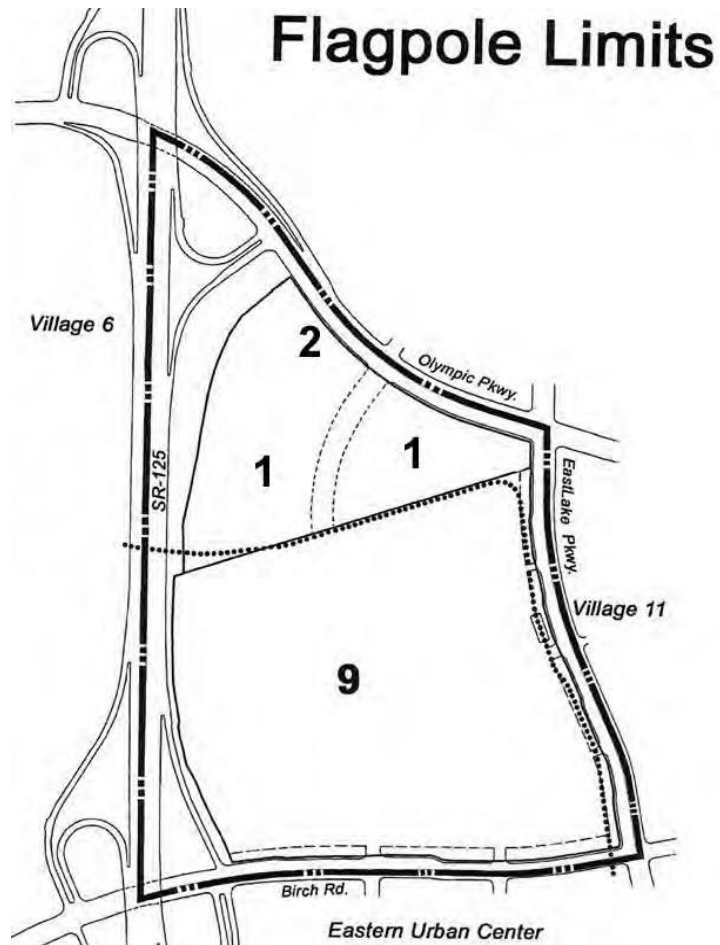
**Exhibit 17**

### **3. Equipment Screening**

- All roof-mounted equipment must be hidden from street level view with parapet walls or screening. Screens should be attractive in appearance and reflect or complement the architecture and color of the building. Mechanical equipment should not extend above the enclosing wall or screen unless it is not visible from a public street.
- All exterior mechanical equipment which is visible from the upper floors of adjacent buildings should be kept to a minimum, must be installed in an orderly, compact manner, and must be painted a color to blend with the adjacent background.
- Exterior ground mounted equipment, including backflow prevention devices, must be mounted in a location where it is screened from public view.

### **4. Utilities, Antennae, and Flagpoles**

- Where feasible, exterior on-site utilities (gas, water, and sewer lines; drainage systems; electrical, telephone and communications wires and equipment, *etc.*) not placed underground should be properly screened or incorporated into the overall building design. Backflow preventers and similar devices may be excepted, as it may not be practical or desirable to screen them due functional requirements.
- On-site underground utilities should be located so as to minimize disruption during maintenance and repair.
- No antenna or other transmission or reception device which can be viewed from ground level is permitted without specific approval.
- Temporary overhead power and telephone lines are permitted during construction.
- The maximum flagpoles that may be permitted per Design Review area are shown on Exhibit 18. All flagpoles are subject to a 50-foot maximum height limitation. The United States and State of California flags are exempt from permitting. Any flag containing a commercial message (*e.g.*, corporate logo) is considered a freestanding sign and should be included in the overall planned sign program.



**Exhibit 18**

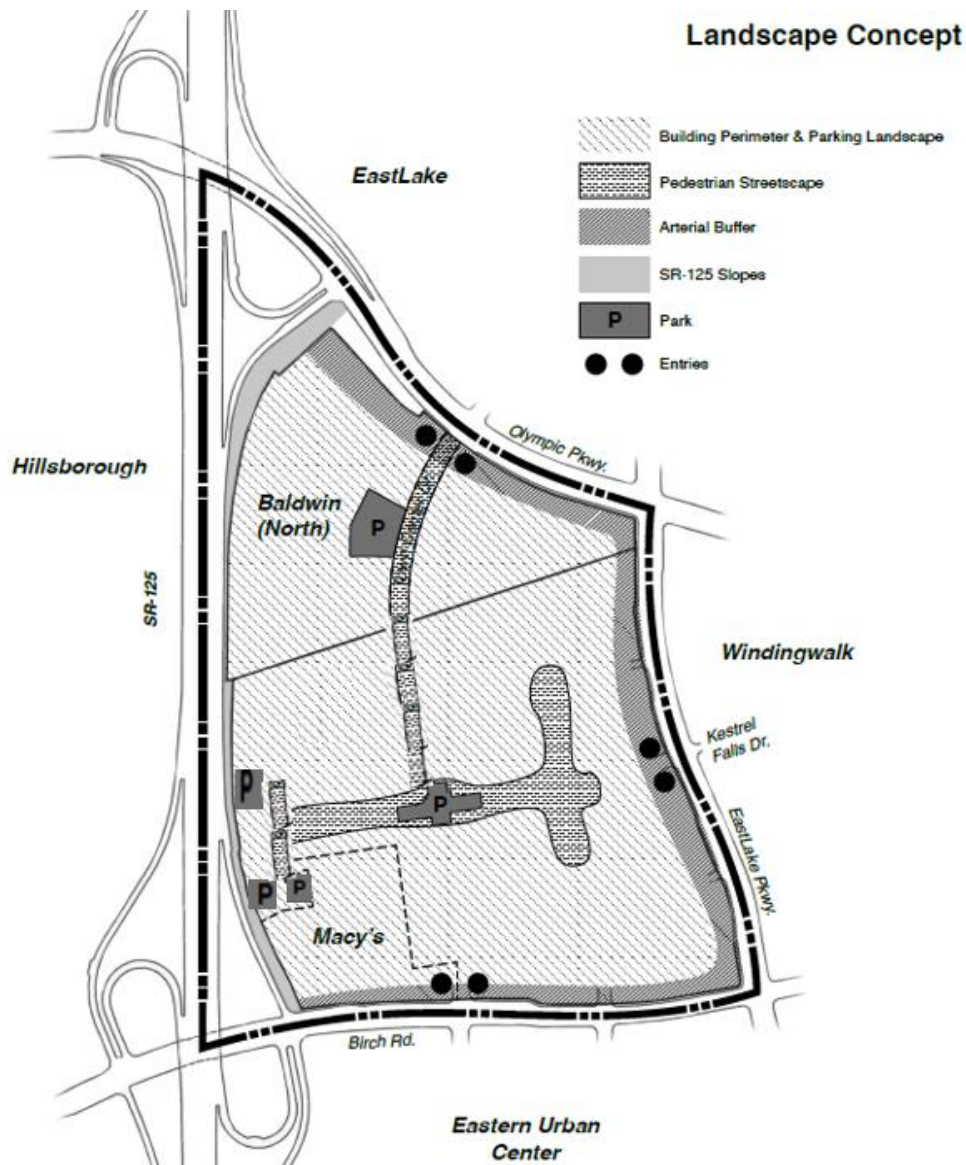
## **C. Landscape Design**

### **1. Landscape Concept**

The landscaping for the Freeway Commercial Center should take advantage of the ample building setbacks and street frontages and provide for pedestrian activity and circulation throughout the project area. Placement of human-scale pedestrian-friendly elements, such as gathering and seating areas, covered arcades for shelter, accent lighting, and enhanced paving will create an aesthetically pleasing environment within the project. Attention should be given to the placement and ultimate size of plant material as a means of accenting the built elements such as arcades, towers, and similar architectural features and to ensure that there is a balance between commercial exposure and other landscape objectives. The landscape design will address the interface between the streetscape and the commercial center while framing and articulating views into the site. Utilization of common site design elements such as lighting, signage, enhanced paving, and landscaping will provide a unifying element between the landscape and the buildings constructed within the project. The Landscape Concept for planning area FC 2 will complement the existing Landscape Concept for planning area FC 1, but the specific design character will be developed during the preparation

and approval process for the Master Precise Plan. The landscape design shall comply with the City's Landscape Manual and Landscape Water Conservation Ordinance (CVMC 20.12). The Landscape Concept provided as Exhibit 19 includes the following components:

- Building Perimeter/Parking: Flowering and evergreen canopy trees are used to provide shade and visual interest in the parking area and building perimeter. Shrub plantings will be used in accent planting areas throughout the site to provide a variety of form and texture.
- Entries: The project entries will be identified through use of theme trees with a canopy tree backdrop. The palms and canopy trees will introduce the thematic corridor scheme to the site and transition from the streetscape design scheme.



**Exhibit 19**

- Arterial Streetscape: The variable width parkways along the major roads surrounding the site will continue the established planting schemes to blend into the existing community theme.
- SR-125 Slopes: The slope area adjacent to SR-125 will be planted with indigenous plant material providing visual interest through plant massing and random groupings of trees.

Several conceptual illustrations in this section include call outs for specific trees or features (such as fountains or Palm trees). This is only to illustrate one of many possible design concepts and not intended to be a specific proposal, or the only concept possible or desirable. The proposed specific design for these areas is not established at the SPA planning stage, but at the Design Review submittal stage. These illustrations should not be used to imply otherwise.

## **2. Entries & Monuments**

Landscaped project entries shall be designed to introduce the theme and character of the Commercial Center and identify the project and its access points. Project entry/monumentation areas consist of two types, Major Intersection Monuments, and Major Entries. The major intersection monuments for the site will be located at the intersections of Eastlake Parkway and Birch Road and Olympic Parkway. The treatment of these areas is described below; however, specific design details will be determined during the initial site design phase of the project. Refer to Exhibit 24, which conceptually indicates monument and entry signage locations.

- Freeway Monument: While not an actual entry monument, this sign will provide project identification for the project SR-125. An example of this feature is illustrated in Exhibit 26.
- Major Intersection Monuments: Major monumentation occurs at the arterial road corners. These will consist of project identification signage to include the project name and major tenant identification, specimen trees for backdrop accentuation, large, flowering accent shrubs and a combination of turf and groundcover at the base of the signage. (see Exhibit 26)
- Major Entry Monuments: Major Entry monumentation occurs at the actual vehicle access points to the site as shown for Major Entry Signs on Exhibit 26. These entries consist of project identification signage to include the project name and tenant identification, specimen trees for accentuation and a combination of flowering shrubs, groundcover, and turf. Utilization of enhanced paving at entry corners is encouraged with consideration given to pedestrian circulation.



### **3. Edge Treatment**

The landscaping along the project perimeter varies between on- and off-site land uses and requires special attention to each condition. Street frontages should take advantage of the ample setbacks and grade differential to provide visual interest, view corridors and accentuation of the built elements. Landscaped berms or plant massing should be used to screen parking areas and other areas requiring screening from the perimeter. Design solutions along the “Enhancement Buffer” are depicted in Exhibit 20. The perimeter landscape treatment should serve to set the tone as well as reinforce the landscape theme for the commercial center. Additionally, the streetscape should maintain continuity with the community character and reflect existing plant material used in adjacent off-site areas. The established plant palette for Eastlake Parkway and Birch Road will be utilized to maintain continuity throughout the project area. Edge treatments along SR-125 should provide landscape buffering to mitigate visual impacts and create view corridors into the project. Plantings along SR-125 will consist of a combination of low water use trees, shrubs, and groundcovers.

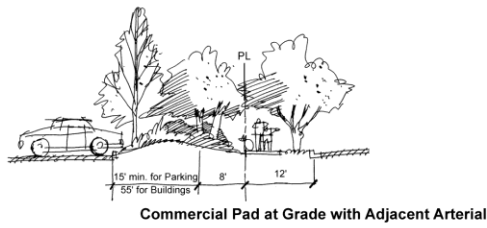
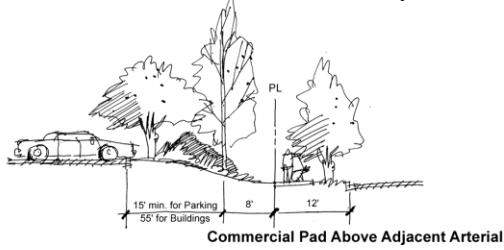
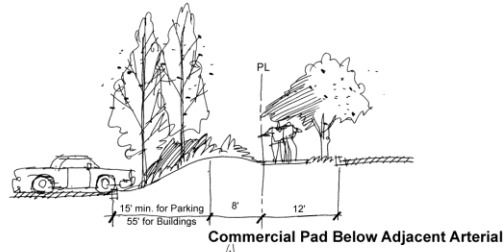
### **4. Slope and Erosion Control**

Slopes within the site will be permanent and be planted with low water use trees, shrubs, and groundcovers. A permanent automatic recycled water irrigation system will be required to establish and maintain the plant material. Plant materials should vary in height and be informally placed to provide visual interest and soften slope edges. View corridors will be established, and objectionable views mitigated through careful placement of trees on the slope. All slope erosion control planting shall be in conformance with the requirements of the City of Chula Vista Landscape Manual and the City Landscape Architect.

### **5. Streetscape Landscaping**

Due to the established planting scheme developed for all adjacent roadways, the plantings along these roads will consist of the pre-selected trees and shrubs. The parkways will consist of ornamental and low water use trees, shrubs, groundcover; however, turf is not allowed per the CVMC 20.12. Trees will be offset similar to the arrangement shown on Exhibit 21 and 22, which depicts Birch Road as an example.

Internal streetscapes should provide a strong linear connection through the site. In addition, the landscape easement shall utilize a pedestrian scale tree planted within an ornamental tree grate to provide a buffer from the adjacent roadway. The street trees in both the medians and the landscape easement shall be planted at an average spacing of 40-feet on center.

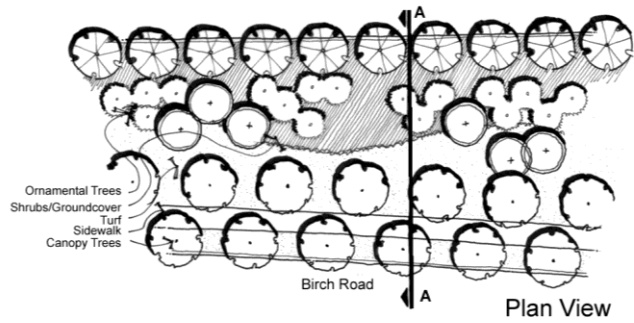


Source: Gillespie Design Group

**Enhancement Buffer Sections**

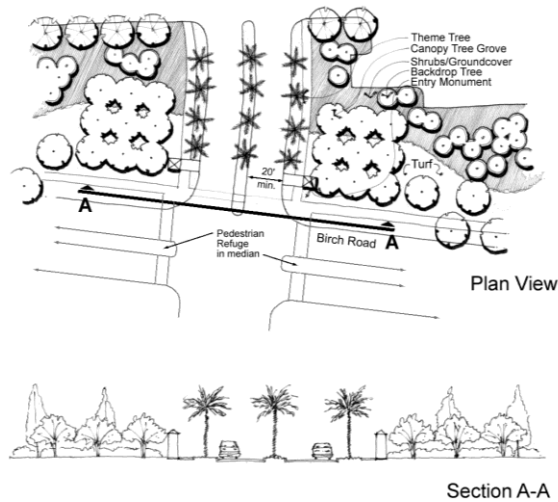
**Exhibit 20**

**Birch Road Streetscape**



**Exhibit 21**

## Birch Road Entry Concept Street "C" (Eastern Entry off Birch Rd.)



**Exhibit 22**

### 6. Building Site & Parking Area Landscaping

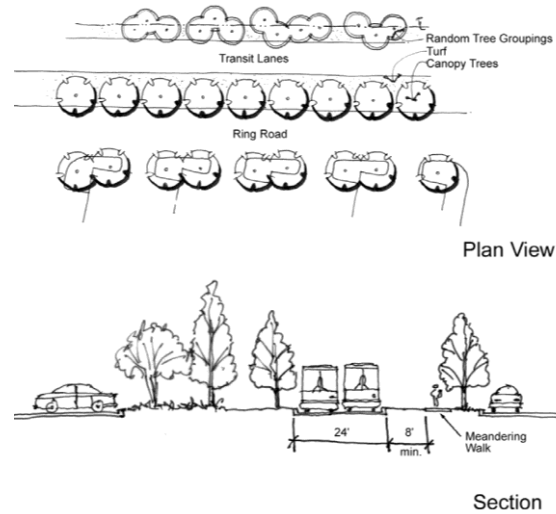
The landscaping within the building and parking areas will take advantage of the ample building setbacks and street/parking area frontages to provide for pedestrian activity and circulation throughout the commercial center. Within this area, placement of human scale pedestrian friendly elements such as gathering and seating areas, covered arcades for shelter, accent lighting and enhanced paving will create a safe, comfortable, and aesthetically pleasing environment. All new parking lots shall comply with the City's current Shade Tree Policy. Attention shall be given to the placement and ultimate size of plant material as a means of accenting the built elements such as arcades, towers, and other similar architectural features. Vines and climbing plants can be integrated on building elevations, trellises, and perimeter walls to soften the appearance of structures and deter graffiti. The landscape palette shall consist of materials consistent with early California Heritage (see Plant Palette Matrix and guidelines for parking).

Landscaping design and plant material selection should also take into consideration maintenance issues, excessive litter on parked vehicles or on pedestrian routes, and provision of shade. Landscaping should be protected from vehicular and pedestrian encroachment. Landscape design should also consider "Safescape" issues to avoid creating hiding places for potential criminal activity.

### 7. Transit Facilities Landscaping

A specific landscape design and material selection should be made to create a distinct area identified by landscaping, Exhibit 23. Pedestrian routes to the station and the station environs should be particularly "pedestrian friendly" in design and have an enhanced level of pedestrian-oriented site furnishings.

## Landscaping along Transit Route



**Exhibit 23**

### 8. Plant Materials

Plant material for the project's landscape and open space should respond to the variety of orientations, refinement, land use transitions and edge conditions. The following plant material list represents examples of suggested plant material and their areas of use. Plant materials are listed below by horticultural and common name. This list should not be considered exhaustive. Other plant material may also be acceptable for use upon approval by the City.

#### Trees

##### **Street Trees**

(20% 48" box, 60% 24" box, 20% 15 gallon)

Jacaranda mimosifolia	Jacaranda
Plantanus Racemosa	California Sycamore
Quercus Agrifolia	Coast Live Oak
Gleditsia Triacanthos	Honey Locust

##### **Understory Trees**

(50% 24" box, 50% 15 gallon)

Acacia Baileyana	Baily Acacia
Arbutus X 'Marina'	Marina Strawberry Tree
Cercidium X 'Desert Museum'	Desert Museum Palo Verde
Cercis Occidebtalis	Western Redbud
Olea Europaea	Wilsonii Olive Tree

### **Shrubs / Groundcover**

(30% 1 gallon, 50% 5 gallon, 20% 15 gallon)

Achillea Millerolium	Common Yarrow
Agave Deserti	Desert Agave
Aloe Acutissima	Blue Aloe
Artemisia Californica	California Sagebrush
Baccharis pilularis	Coyote Brush
Bougainvillea Spectabilis	Great Bougainvillea
Bulbine Frutescens	Stalked Bulbine
Buxus Microphylla	Littleleaf Boxwood
Calamagrostis X Acutiflora	Feather Reed Grass
Callistemon Viminalis 'Little John'	Little John Weeping Bottlebrush
Carex Divulsa	European Grey Sedge
Carissa Macrocrpa	Natal Plum
Ceanothus Cordulatus	Mountain Whitethorn
Deschampsia Cespitosa	Tufted Hair Grass
Dianella Atraxiz	Flax Lily
Eschscholzia Californica	California Poppy
Festuca Mairei	Atlas Fescue
Festuca Rubra	Red Fescue
Helictotrichon Sempervirens	Blue Oat Grass
Iris X Germanica	German Iris
Kniphofia Uvaria	Red Hot Poker
Lavandula Angustifolia	English Lavender
Leymus Condensatus 'Canyon Prince'	Canyon Prince Giant Wild Rye
Muhlenbergia Capillaris 'Lenca' TM	Regal Mist Pink Muhly Grass
Nassella Pulchra	Purple Needlegrass
Penstemon Rydbergii Oreocharis	Meadow Penstemon
Rhamnus Californica	California Coffeeberry
Rus Integrifolia	Lemonade Berry
Rosa Woodsii	Mountain Rose
Rosmarinus Officinalis	Rosemary
Salvia Darcyi	Mexican Sage
Salvia Dorrii	Desert Sage
Senecio Serpens	Blue Chalksticks
Sesleria Autumnalis	Autumn Moor Grass
Setcreasea Pallida 'Purple Heart'	Purple Heart Spiderwort
Teucrium Chamaedrys 'Prostratum'	Prostrate Germander
Trachelospermum Jasminoides	Chinese Star Jasmine
Verbena Lilacina 'De La Mina'	De La Mina Lilac Verbena
Veronica Spicata	Sike Speedwell
Yucca Parviflora	Red Yucca

**Turf** Lawn (Marathon III or equal)

**Inert Groundcover**

Shredded bark mulch (Minimum 3” deep)

**9. Landscape & Irrigation Standards**

The landscaping for the Freeway Commercial Center shall, as a minimum, conform to the landscape requirements for the City of Chula Vista Landscape Manual and the City Landscape Architect as well as the guidelines herein.

All landscaped areas shall be served by a permanent, subsurface, automatic irrigation system utilizing reclaimed water. The irrigation system shall be designed to maximize efficiency and minimize water usage through use of low-flow and matched precipitation rate irrigation heads, separation of irrigation systems by plant hydrzone, and use of automatic controllers with built in water management capabilities. Irrigation design shall meet the requirements of the City of Chula Vista Landscape Manual and the Otay Water District.

**10. Landscape Maintenance Standards**

All landscaped areas shall be kept free of weeds and debris. Trees shall be trimmed on an annual basis, or as recommended by a certified arborist, to maintain the desired form to enhance the project site. Shrub and groundcover areas shall be maintained in a weed free condition and trimmed as necessary to maintain desired form. Turf areas shall be mowed on a weekly basis and fertilized as recommended. An ongoing pest control and fertilization program shall be established prior to completion of landscape installation. It is suggested that a soils analysis be conducted by a qualified testing laboratory once a year to provide recommendations for the landscape fertilization program.

All landscaping installed shall comply with Chapter 20.12 Chula Vista Landscape Water Conservation Ordinance.

**D. Lighting**

The overall lighting scheme for the project is shown in the Lighting Concept Pan (Exhibit 46) which depicts four lighting zones: parking field lighting, security lighting, pedestrian lighting, and street lighting. Lighting can illuminate walks through transparent glass from smaller shops. Larger buildings may have liner shops with glass on some sides, or little or no glass on others. These buildings will require pedestrian scaled lighting along walks to provide security and encourage pedestrian circulation. All lighting shall be selective and shielded to confine light within the site and prevent glare onto adjacent properties to the extent feasible.

## **1. Streetlights**

All street lighting shall conform to City standards. The design of poles and fixtures shall be consistent with those adopted for the Otay Ranch Community.

## **2. Parking Field Lighting**

- Parking areas, access drives, and internal vehicular circulation areas should have sufficient illumination for safety and security. Lighting fixtures should be a zero cutoff at the project edges. The parking lot illumination level should achieve a uniformity ratio of 3 to 1 (average to minimum) with a minimum of 1-foot candle.
- Light standards shall not exceed 35-feet in height.
- Unless otherwise specifically approved in the Design Review process, exterior pole lighting should be either High Pressure Sodium (HPS) or Metal Halide (MH).

## **3. Safety/Security Lighting**

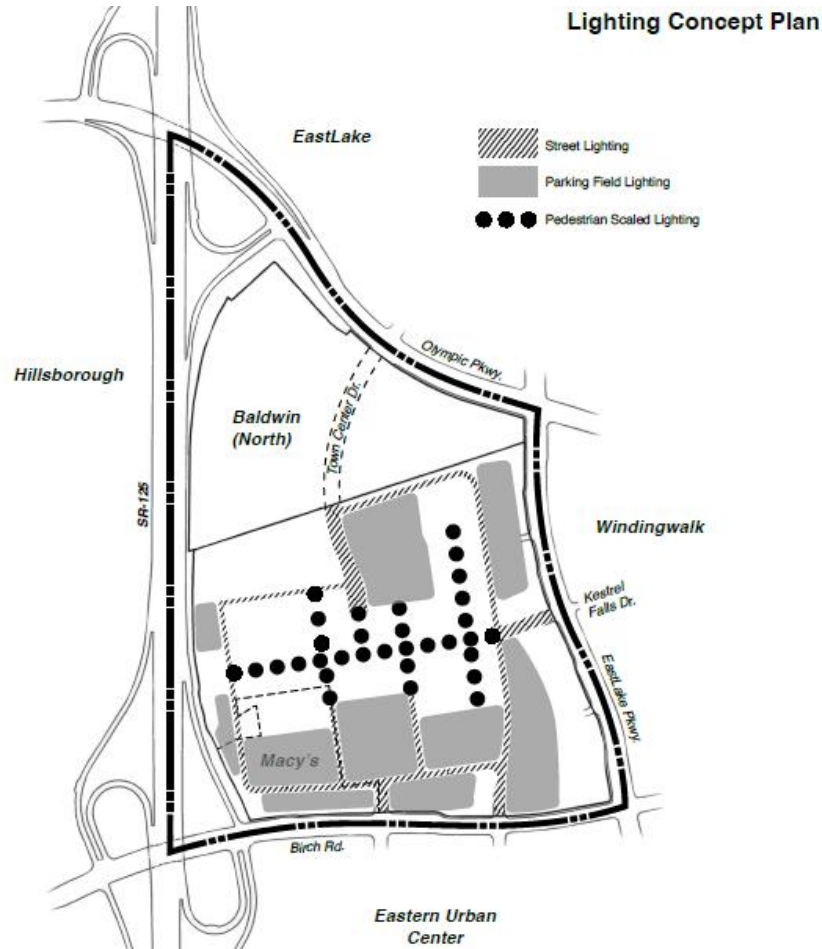
- Lighting should be indirect (except for parking areas) and subtle. Overhead pole mounted down lighting is encouraged. Light fixtures shall not be placed more than 35-feet above grade.
- Lighting levels should emphasize walking areas so as to clearly identify the pedestrian walkway and direction of travel.
- Outdoor pedestrian use areas (courtyards, entry ways, walkways, etc.) should have sufficient illumination for safety and security. Primary pedestrian use area lighting should achieve a uniformity ratio of 3 to 1 with a minimum of 1-foot candle.
- Service area lighting should be contained within the service yard boundaries and enclosure walls. No light spillover is allowed.

## **4. Residential Lighting**

- Lighting standards shall be established for areas permitting residential uses at the Master Precise Plan and Design Review phases of implementation.

## **5. Pedestrian/Architectural/Landscape Lighting**

- Indirect lighting (except for parking areas), such as soffit lighting, wall lighting or lighting with full cutoff shield type fixtures, is encouraged where it effectively achieves the desired lighting intent. The bare light source (bulb, etc.) should not be visible.
- Architectural overhead down lighting, or interior illumination which spills outside is encouraged. In addition, up-lighting will be utilized in specific locations per the Design Review plan. Any such lighting should articulate the building design.



**Exhibit 24**

- Exterior illumination to enhance building identity should respect and reinforce the architectural treatment of the building. Patterns of light and fixture concealment should be considered to avoid glare and intrusion onto adjacent properties.
- Buildings should utilize more ornate, wall mounted accent lighting with angular, tapered shapes in dark or verde finishes, characteristic of the selected architectural styles.
- Landscaping lighting should be subtle and should accentuate rather than overpower landscape features.
- Special lighting should be introduced at gateways and other key locations.

**E. Additional Landscape Elements and Conditions**

Landscape design goes beyond plant materials. It includes additional elements, such as hardscape, street furniture, walls and fences, and treatment of other outdoor spaces. It is an objective of the Freeway Commercial Center design concept to make the outdoor spaces friendly and inviting to pedestrian use.



## **1. Transit Station**

To encourage transit use, the access routes leading to, and near, the Transit Station should be given special attention. The landscape and hardscape of the Transit Station area should convey a safe and comfortable area to wait for transit service. This should be an area of enhanced street furnishings and, potentially, “sidewalk” commercial facilities (newspaper racks, etc.) to serve transit users. Pedestrian routes should connect to the planned transit station location.

## **2. Paving**

- Enhanced paving, paving with contrasting color and/or texture, should be used to identify pedestrian routes and as an accent at intersections and entries.

## **3. Walls & Fences**

- Masonry walls should be constructed of split face block, ‘Otay Ranch Brown’ color. Masonry walls may be used as necessary for noise mitigation of SR-125, Birch Road or Eastlake Parkway or as screening of refuse collection and storage areas.
- Project retaining walls over eight feet in height should utilize a Keystone (or equal) wall system to provide planting pockets for visual softening with landscape materials. A sufficient number of planting pockets should be provided to ensure adequate landscape coverage of the wall within 2-years.
- Project fencing should be constructed of vinyl coated chain link fencing and should be utilized in areas where security or limited screening is needed.

## **4. Site Furniture**

Site furnishings such as benches, trash receptacles, bike racks, and drinking fountains should be provided throughout the pedestrian circulation areas to enhance the pedestrian experience and encourage pedestrian use. Site furnishings should be included at pedestrian plazas, traffic nodes, and key locations along building frontages to provide areas of interest and gathering spaces. Benches should be compatible with the style of the building architecture and be made for outdoor use. Bollards or planters may be utilized as means of separation between pedestrian and vehicular areas as well as providing accent lighting along internal pathways. The elimination of curbs, or a ‘zero curb’ face, along building frontages is encouraged. Trash receptacles and similar furnishings should also take on the character of the architecture of the project.

## **F. Signage**

Signs are necessary to provide adequate identification of buildings and businesses, and to convey information to motorists and pedestrians that will simplify and clarify their movement to and through the commercial center. As connoted by the land use designation of “freeway commercial,” uses in the project are intended to be identified from and

marketed to local as well as regional travelers. The Otay Ranch GDP requires the preparation of a “Freeway Signage Program” to establish an approved design program for these signs. The freeway-oriented signs are included within the conceptual sign types described below. A Comprehensive Sign Program for the project is also outlined for use during Site Plan approvals. All commercial signs must be approved pursuant to the provisions of the Freeway Commercial SPA, PC District Regulations, and the Comprehensive Sign Program. The signage included herein is conceptual and limited to the major sign types. In the event that the Sign Program approved with Design Review varies from that indicated herein, Design Review shall prevail.

### **Major Signs:**

Three basic types of major signs are proposed. The locations of these major signs are indicated on Exhibit 25.

- **Freeway Sign** is a freeway-oriented sign identifying the commercial center and major tenants, incorporated into a structure with design themes consistent with the building architecture. A concept sketch for this type of sign is shown in Exhibit 26.
- **Major Intersection Sign** is an arterial oriented sign, similar to the Freeway Sign, but smaller in scale and oriented toward motorists traveling along the perimeter arterials. They will be located at Eastlake Parkway’s intersection with Birch Road and with Olympic Parkway. A sketch of this type of sign is illustrated in Exhibit 26.
- **Major Entry Sign** is sign denotes the major entries to the Freeway Commercial project and is located at the intersections of the Commercial Promenade Streets with the arterials, see Exhibit 28.

## **1. Comprehensive Sign Program**

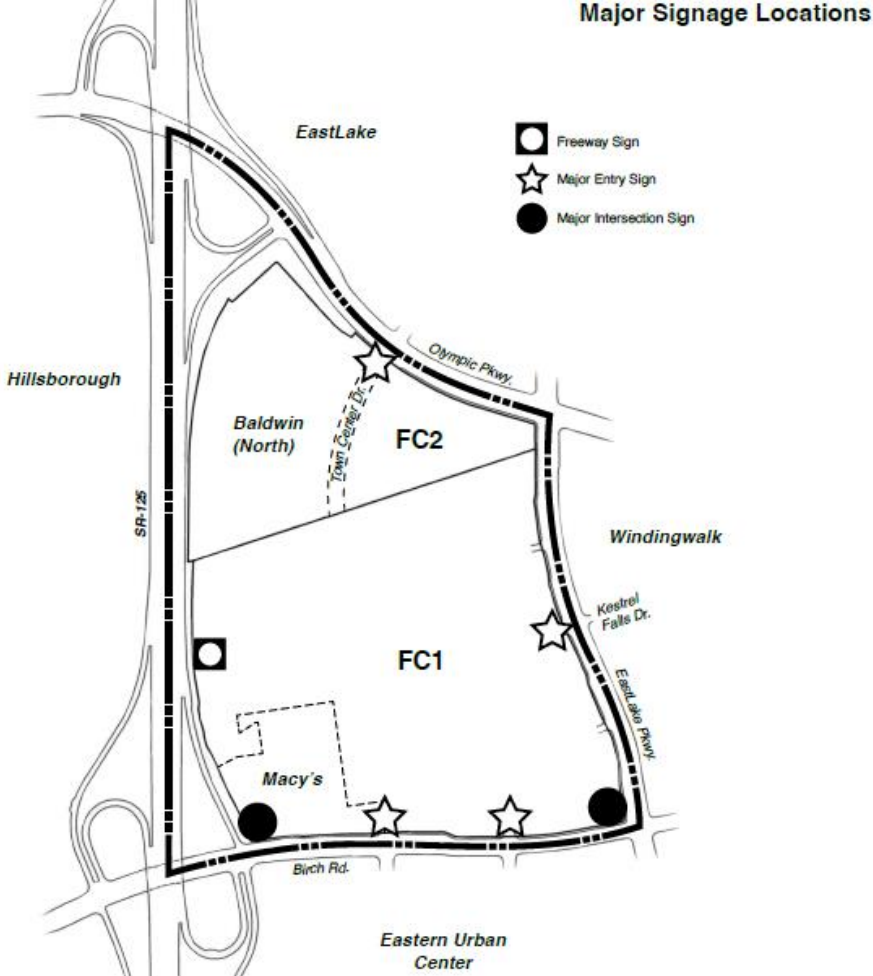
### ***a) Purpose and Intent***

The purpose and intent of this Comprehensive Sign Program is to provide the general design standards and specifications that assure consistency in quality, colors, sizes, placements, and configurations for project site identification signs and building tenant signs throughout the Freeway Commercial Center.

### ***b) Submittals and Approvals***

Prior to sign fabrication and installation, plans for all proposed signage shall be submitted to the property owner or designated representative who will review plans for conformance with the sign program criteria. All plans submitted for approval must conform to the criteria contained in this Comprehensive Sign Program. The Owner shall have the discretionary authority to deny approval for any submittal

which does not comply with the purpose or intent of the sign program. Following approval by the Owner, the City of Chula Vista shall approve all commercial signs, per the provisions of the Freeway Commercial SPA, PC District regulations, prior to installation.



**Exhibit 25**

For Owner’s signage approval, the submissions shall include three sets of the following. Submittals to the City shall conform to City requirements.

- 1) Elevations showing all proposed signs indicating sign type, design, location, size, and layout of sign drawn to scale indicating dimensions, attachment devices and construction details, colors, materials, and lighting details.
- 2) Section detail of letters and/or sign element showing the dimensioned projection of the face of letters, method, and intensity of illumination.
- 3) Color board with actual sample colors (8-1/2" x 11" format).

Requests to establish signs that vary from the provisions of this sign program or any requests to change the provisions of this program shall be submitted to the Owner for approval prior to submission to the City of Chula Vista.

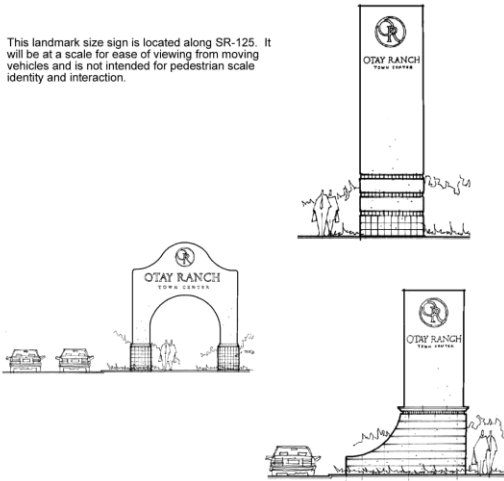
Following approval of proposed signage by the Owner, applications for all permits for fabrication and installation by Sign Contractor shall be submitted to the City of Chula Vista.

Fabrication and installation of all signs shall be performed in accordance with the standards and specifications outlined in this sign program and in the final approved plans and working drawings.

**Freeway Pylon Sign**

*Conceptual Alternatives*

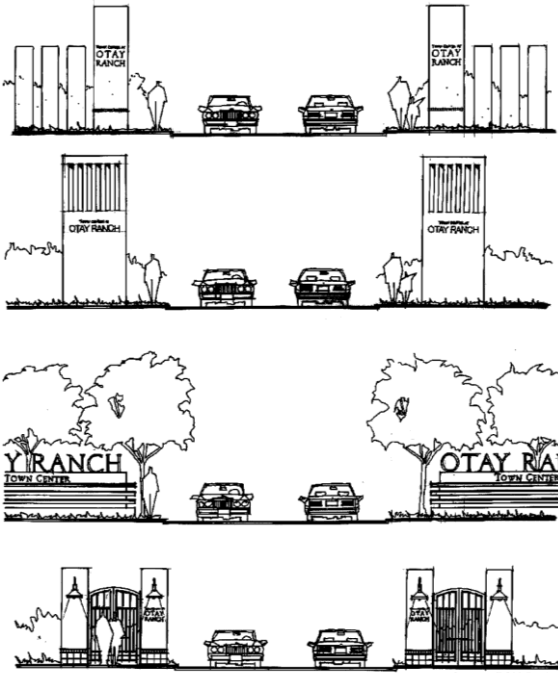
This landmark size sign is located along SR-125. It will be at a scale for ease of viewing from moving vehicles and is not intended for pedestrian scale identity and interaction.



*Note: The above designs are sketches indicating the concept and general scale of major signs. The final design will be that which is approved in the required Master Sign Program.*

Source: RSM Design

**Entrance & Identity Signing**



*Note: The signing illustrated on this exhibit is only intended to show the general character and scale of entrance and identity signing. The required Master Sign Program will define the final design of all such signing.*

Source: RSM Design



**Note: The above design is a conceptual sketch. The final design will be approved through a sign permit.**

**c) Definitions**

Building Pad Tenant: A free standing building with a single tenant who occupies up to 10,000 square-feet of leased floor space.

Letter Height: Letter height shall be determined by measuring the normal capital letter of a type font exclusive of swashes, ascenders, and descenders.

Logo: An image composed of a single or collection of symbols, figures and design elements which together form a distinct and unique identifying mark.

Major Tenant: A building with a single tenant who occupies more than 80,000 square-feet of leased floor space.

Shops in Line Tenant: A building with multiple tenants where each tenant occupies up to 10,000 square-feet of leased floor space.

Sign Area: The area of a sign, exclusive of margins, in which copy, and graphics may be placed. Sign area shall be computed by surrounding each graphic element with a regular geometric shape (e.g., circle, rectangle, trapezoid, ellipse), calculating the area contained within the shape(s), and then computing the sum of the areas. Minor elements such as swashes, simple lines, or other decorative touches that might extend beyond the limits of the geometric shape shall not be included as part of the sign area.

Sub-Major Tenant: A building with a single or multiple tenants where each tenant occupies from 10,001 to 80,000 square-feet of leased floor space.

Owner: The party who possesses legal title to the property or site in question or his designated representative.

Wall Sign: Any sign affixed to the elevation of a building wall or parapet.

**d) Sign Restrictions**

1) Prohibited Signs

- Rooftop signs and signs projecting above roof lines or parapets.
- Rotating, revolving, flashing, or moving signs.
- Advertising or promotional signs on parked vehicles.
- Signs on mansard roofs and equipment screens.
- Cabinet signs.

- Canned signs.
- Flashing neon signs.

## 2) Nonconforming Signs

Owner may, at its sole discretion and at Tenant's expense, correct, replace, or remove any sign that is installed without written approval and/or that is deemed not to be in conformance with the plans as submitted and with the Comprehensive Sign Program.

## 3) Illegal Signs

Any sign that is deemed not to be in conformance with the approved Sign Plan or erected without government approval or permits is considered an illegal sign. The Owner may, as its sole discretion and at Tenant's expense, correct, replace, or remove any illegal sign.

## 4) Abandoned Signs

An abandoned sign is that which use is discontinued because the premises upon which it is located becomes vacated and unoccupied for a period of more than 90-days. The Owner may, at its sole discretion and at Tenant's expense, replace or remove any abandoned sign.

### ***e) Site Signage and Building Signage Design Guidelines***

#### 1) Design Objective

The primary objective of the sign program is to generate high-quality, creative site signage and building tenant signage. A diversity of sign types and styles is encouraged to impart a lively quality. Treatments encouraged by the program include mixed-media signs incorporating multi-dimensional forms and combinations of colors, shapes, materials, and lighting techniques.

- Signs shall be designed in a manner that is compatible with and complementary to the overall project and adjacent facades.
- Signage that incorporates logos, business identity, and/or images denoting the type of business shall be encouraged. Logo design and colors to be approved by the Owner.
- Notwithstanding the maximum square footages specified for sign area allowances, signs and typography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole.
- Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building.

- Wall signs shall be affixed without visible means of attachment unless attachments make an intentional statement. Wall signs need not be attached directly to the lease space to which they refer.
- Ground signs or monument signs may be located within landscaped zones between property lines and building setback lines, allowing for adequate sightlines for approaching vehicular traffic at street intersections and project entries.
- All sign fabrication work shall be of excellent quality. All logo images and typestyles shall be accurately reproduced. Lettering that approximates typestyles shall not be acceptable. The Owner reserves the right to reject any fabrication work deemed to be below standard.

#### Construction Requirements

- Signs must be made of durable rust-inhibited materials that are appropriate and complementary to the building.
- All formed metal, such as letter forms, shall be fabricated using full-weld construction.
- All ferrous and non-ferrous metals shall be separated with non-conductive gaskets to prevent electrolysis. In addition to gaskets, stainless steel fasteners shall be used to secure ferrous to non-ferrous metals.
- Threaded rods or anchor bolts shall be used to mount sign letters which are spaced out from background panel. Angle clips attached to letter sides will not be permitted.
- Paint colors and finishes must be reviewed and approved by the Owner. Color coatings shall exactly match the colors specified on the approved plans.
- Surfaces with color mixes and hues prone to fading (e.g., pastels, fluorescent, complex mixtures, and intense reds, yellows, and purples) shall be coated with ultraviolet-inhibiting clear coat in a matte or semi-gloss finish.
- Joining of materials (e.g., seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.

- Finished surfaces of metal shall be free from canning and warping. All sign finishes shall be free of dust, orange peel, drips, and runs and shall have a uniform surface conforming to the highest standards of the industry.
- Reverse channel letters shall be pinned 2-inches off building wall. Signs shall have clear acrylic backings, and p.k. housings shall be mounted flush to surface of building.
- Depth of open channel letters shall not exceed 4-inches. All hardware and neon tube supports inside open channel letters shall be painted to match interior letter color. Neon tubing shall be sufficient to make letters read “solid” and shall be installed so that top surface of neon is flush with front edges of open channel.
- All lighting must match the exact specifications of the approved working drawings.
- Brightness of signs is subject to approval by Owner and City. Surface brightness of all illuminated materials shall be consistent in all letters and components of the sign. Light leaks will not be permitted.
- The back side of all bare neon used for signage shall be painted to provide an opaque finish. The paint color shall exactly match the Owner-approved specification.
- All conduit, raceways, crossovers, wiring, ballast boxes, transformers, and other equipment necessary for sign connection shall be concealed. All bolts, fastenings and clips shall consist of enameling iron with porcelain enamel finish: stainless steel, anodized aluminum, brass, or bronze; or carbon-bearing steel with painted finish. No black iron materials will be allowed.
- Underwriter’s Laboratory-approved labels shall be affixed to all electrical fixtures. Fabrication and installation of electrical signs shall comply with UBC, NEC, and local building and electrical codes.
- Penetrations into building walls, where required, shall be made waterproof.
- Location of all openings for conduit sleeves and support in sign panels and building walls shall be indicated by the sign contractor on drawings submitted to the Owner. The sign contractor shall install same in accordance with the approved drawings.
- In no case shall any manufacturer’s label be visible from the street from normal viewing angles.



## 2) Sign Treatments

A mixed-media approach where signage is composed of several different elements and lighting techniques is encouraged. The following treatments are considered appropriate:

- Internally illuminated individual channel letters
- Dimensional geometric shapes
- Painted metal
- Screens, grids, or mesh
- Etched or polished metal
- Cut steel or fabricated steel
- Dimensional letter forms with seamless edge treatment
- Opaque acrylic materials with matte finishes

## 3) Lighting

Site Signage and Building Tenant Signage should be illuminated using a variety of lighting techniques. One or more of the following are encouraged:

- Reverse channel neon with silhouette illumination
- Open channel non-neon
- Fiber optics
- Internal illumination
- Front lighting
- Area lighting

All front lighting should be baffled and obscured in channels where possible. Where fixtures, shades, or other elements are exposed, they should contribute to the design of the storefront.

All exposed or skeletal neon must be backed with opaque coating, unless otherwise approved in writing by the Owner. All housings and posts for exposed neon signs must be painted out to match the building background immediately behind and adjacent to the sign.

The following shall be prohibited:

- Exposed conduits and raceways
- Electrified neon attached to glass tubing surrounds or crossbars
- Front lighting fixtures that compete with the storefront design

#### 4) Colors

The following guidelines are to be adhered to in selecting colors for site and tenant signage:

- Sign colors should be selected to provide sufficient contrast against building/structure background colors
- Colors within each sign should be harmoniously blended
- Sign colors should be compatible with building/structure background colors
- Signage colors should provide variety and excitement
- Color of letter returns should contrast with face colors for good daytime readability
- Interior of open channel letters should be painted dark when against light backgrounds
- Neon colors should complement related signage elements
- Color of trim cap retainers must match the color of letter returns and logo returns

All sign colors are subject to review and approval by the Owner as part of the tenant sign submittal.

#### 5) Typestyles

The use of logos and distinctive typestyles are encouraged for all signs. Tenants may adapt established typestyles, logos and/or images that are in use on similar buildings operated by them in California, provided that said images are architecturally compatible and approved by the Owner. Type may be arranged in one or two lines of copy and may consist of upper and/or lower-case letters.

### **III DESIGN REVIEW PROCESS**

#### **A. Introduction**

The design review process includes two integrated procedures: design review and approval by the Master Developer Review Process and the City of Chula Vista Design Review Process.

In order to ensure that this Freeway Commercial SPA Design Plan is adhered to and maintained, specific review and approval procedures have been established. The property owners' design review committees will consider initial construction and development plans. In addition, future improvements will be evaluated by the architectural review committee of the private association(s) that may be established within the project area. These review committees will assure the integrity of each development area by reviewing and approving all development proposals within their respective areas. The committees will consider the level of conformance to the intent and specific requirements of these guidelines and the adopted CC&R's. In addition, all projects shall be subject to all applicable statutes, codes, ordinances, or regulations of the City of Chula Vista and any other appropriate controlling governmental jurisdictions.

Design review submittal requirements for the owner's association(s) will be established with the formation of these associations. Submittals shall include the necessary architectural site plans, floor plans, exterior elevations or perspectives, and schematic grading and landscaping plans to fully describe the proposed improvements. In order to facilitate design coordination between individual buildings, all architectural and landscape plans for adjacent projects will be available for review through the committee(s).

Any changes or modifications to approved plans proposed during the initial construction period shall be submitted to the appropriate property owner and/or owners' association for review and approval prior to submittal to City or incorporation in building or site improvements.

#### **B. Design Review Areas and Submittals**

Design Review approval of site plan and architecture is required for all development within the Freeway Commercial SPA. Recognizing that development of the SPA will be phased, coordinated design review is required. Submittals shall, at a minimum, include an entire Design Review Area as shown on Exhibit 27 and contain the information listed below. As an alternative to preparing detailed plans for an entire Design Review Area, an MPP may be approved for the entire area and implemented through phased Design Review approvals. While the MPP may include many of the components required for Design Review, it does not replace the need for Design Review. The MPP is also intended to provide more detail than is typically included in a Design Plan and upon adoption becomes an administrative supplement to the Design Plan. Affordable housing projects are not subject to the Design Review process.

Required components of an individual design review area project submittal will be determined at the pre-application meeting with City staff. The following plans will be required: Site Plan, floor plans, landscape plan, grading plan, building elevations, roof plan, sign plans, site photographs, colors, and materials palette. Additional information may be required, depending upon the specific project proposed. All submitted plans must be consistent with the provisions of this Design Plan and the MPP.

Individual buildings, store fronts or other improvements, not approved in the overall Design Review process, shall provide evidence that the proposed improvement has been reviewed and approved by the Master Developer. The City shall not initiate the review process, except for pre-application consultation, until the Master Developer has approved the design.

### **C. City of Chula Vista Design Review Process**

The requirements of the City are typical and are further detailed below, but each builder should contact the City for current, specific requirements. As noted above, the design review process with the master developer should be initiated prior to formal review by the City. Affordable housing projects are not subject to the Design Review process.

The design review process with the City should be initiated with an informal pre-application meeting with City staff to identify specific design issues and submittal requirements for the proposed project. A formal application would be the next step in the process to which city staff would provide comments. A revised submittal would then be prepared, and the proposed project would be scheduled for a formal approval action.

Site Plan and Architectural Approval, as well as Design Review are required for all uses within the zoning districts, as defined in the Freeway Commercial PC District Regulations. Specific requirements for application and review procedures are provided in Chapter VI of the PC District Regulations and Chapter 19.14 of the City's Zoning Ordinance.

In addition to the Design Plan, the City's "Design Manual" provides design guidance for all projects subject to Design Review, including commercial and industrial projects. The Design Manual should be consulted when preparing plans for these projects, along with these guidelines.

The City has also published a "Landscape Manual" which describes the landscape review process and provides some guidelines for landscape design from the City's perspective. The Manual also includes specific standards for landscape and irrigation improvements.

#### **1. Design Review Process**

Plans for the establishment, location, expansion, or alteration of structures in all residential zones and all commercial and industrial zones shall require design review by the Zoning Administrator.

The Zoning Administrator shall approve, conditionally approve, or deny such plans. The Zoning Administrator shall base its findings and actions on the design review provisions of the affected design manuals of the City.

The Zoning Administrator has the discretion, with the concurrence of the applicant, to act in the place of the Planning Commission in the case of minor projects, including new construction or additions to commercial, industrial, or institutional Plans for the establishment, location, expansion, or alteration of structures in all residential zones and all commercial and industrial zones shall require design review by the Zoning Administrator.

The Zoning Administrator shall approve, conditionally approve, or deny such plans. The Zoning Administrator shall base its findings and actions on the design review provisions of the affected design manuals of the City.

The Zoning Administrator shall base its findings and actions upon the provisions of the affected design manuals of the City. (Ord. 3268 § 3, 2013; Ord. 3212 § 4, 2011).

## **2. Appeals**

The applicant or other interested persons may file an appeal from the decision of the Zoning Administrator, as defined in the Planned Community District Regulations, section VI, to the Planning Commission within 10 business days after the decision is made. The appeal shall be in writing and filed with the Development Services Department on City forms prescribed for the appeal and shall specify therein the argument against the decision of the Zoning Administrator. The appeal shall include a statement of the reasons supporting the appeal, including a demonstration that any issues being raised were raised during the public hearing. Said appeal shall also specify therein that the decision of the Zoning Administrator was in error and specifically identify all the facts and circumstances on which the claim of error is based, supported by evidence. Failure to timely file an appeal with the City Clerk and/or to identify with specificity all facts and circumstances on which the appeal is based shall result in the appeal being rejected and not processed by the City. If an appeal is filed within the time limit specified, it automatically stays proceedings in the matter until a determination is made by the Planning Commission.

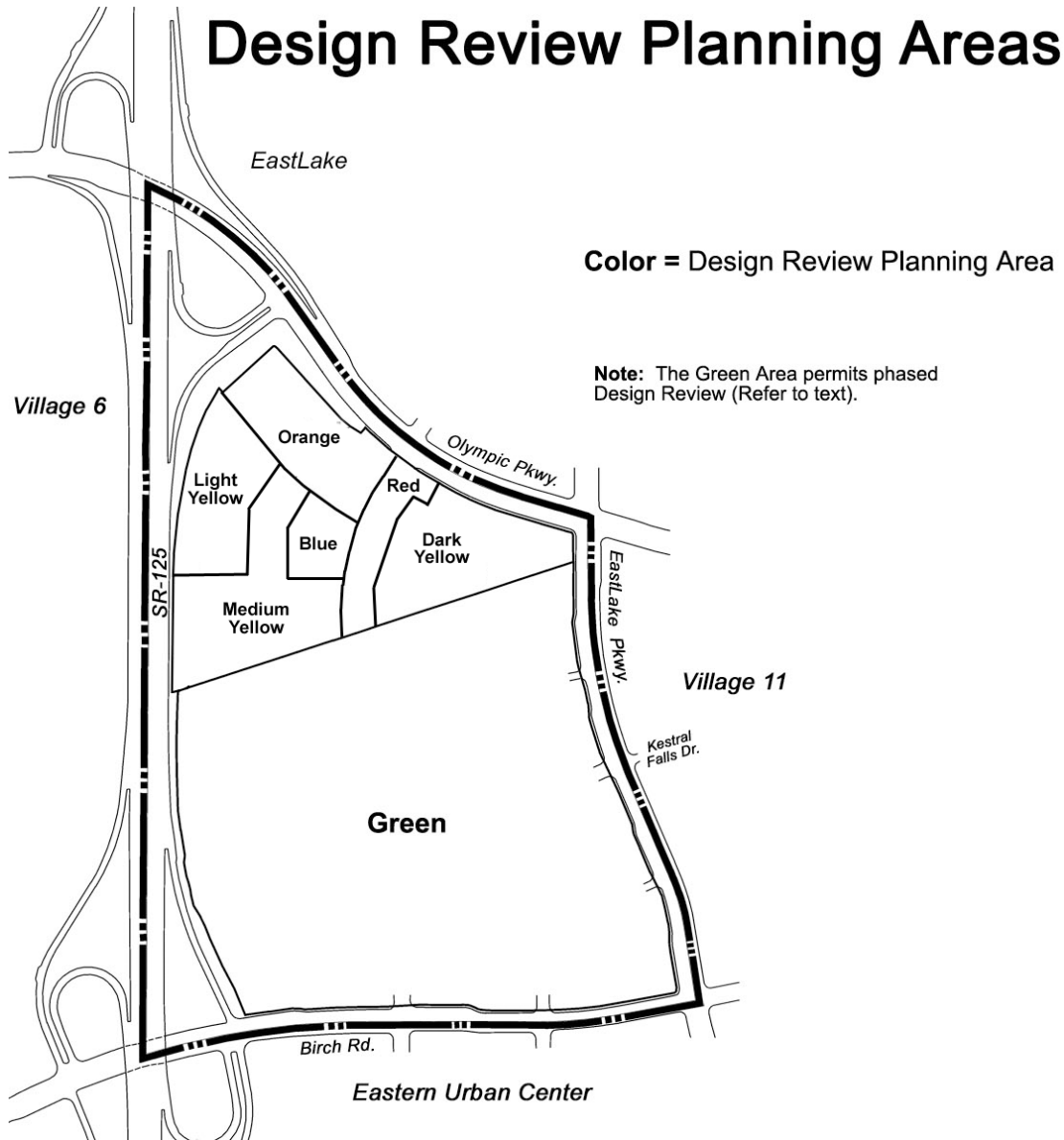
Upon the hearing of such an appeal, the Planning Commission may, by resolution, affirm, reverse, or modify, in whole or in part, any determination of the Zoning Administrator for minor projects. The resolution must contain a finding of facts showing wherein the project meets or fails to meet the requirements of this chapter and the provisions of the design review manual.

The applicant or other interested person may appeal the decision of the Planning Commission granting or denying site plan and architectural approval to the City Council within 10-days after said decision is filed with the City Clerk. Said appeal

shall be filed with the City Clerk in writing upon forms provided by the City and be accompanied by the non-refundable required fee, therefore. The appeal shall include a statement of the reasons supporting the appeal, including a demonstration that any issues being raised were raised during the public hearing. Said appeal shall also specify therein that the decision of the Planning Commission was in error and specifically identify all the facts and circumstances on which the claim of error is based, supported by evidence. Failure to timely file an appeal with the City Clerk and/or to identify with specificity all facts and circumstances on which the appeal is based shall result in the appeal being rejected and not processed by the City.

Upon the hearing of such an appeal, the City Council may, by resolution, affirm, reverse, or modify, in whole or in part, any determination of the Planning Commission. The resolution must contain a finding of facts showing wherein the project meets or fails to meet the requirements of this chapter and the provisions of the design review manual. The decision of the City Council is final. (Ord. 3268 § 3, 2013; Ord. 3212 § 6, 2011; Ord. 3153 § 2 (Exh. A), 2010; Ord. 2822 § 1, 2000; Ord. 2036 § 1, 1983; Ord. 1994 § 1, 1982; Ord. 1771 § 3, 1977).

# Design Review Planning Areas



**Exhibit 7**