

**DATE ISSUED:** October 1, 2009 **REPORT NO. PC-09-084**

**ATTENTION:** Planning Commission, Agenda of October 8, 2009

**SUBJECT:** A-1 SELF STORAGE SIGN PROGRAM – CENTRE CITY PLANNED DEVELOPMENT PERMIT 2009-09. PROCESS 4.

**OWNER/  
APPLICANT:** Caster Properties, Inc.

**SUMMARY**

**Issue:** Should the Planning Commission approve a Comprehensive Sign Program (“Sign Program”) for A-1 Self Storage, building located at 2235 Pacific Highway within the Centre City Community Plan area?

**Staff Recommendation:** That the Planning Commission approve Planned Development Permit (PDP) 2009-09 for a Sign Program for A-1 Self Storage.

**Community Planning Group Recommendation:** None.

**Environmental Review:** This proposal is Categorical Exempt from review under the California Environmental Quality Act, Class 11.

**Fiscal Impact Statement:** None.

**Code Enforcement Impact:** None.

**Housing Impact Statement:** None.

**BACKGROUND**

On July 29, 2005, Centre City Coastal Development Permit No. 2005-22 was approved for A-1 Self Storage, a mixed-use project consisting of approximately 271,830 square feet of new development, including approximately 18,500 square feet of retail space and approximately 52 parking spaces.

A-1 Self Storage is located at 2235 Pacific Highway on the block bounded by Pacific Highway and Ivy, Juniper and California streets. An aerial photo has been included as Attachment 1. The

site is within the Recreation/Visitor/Marine District (RVM) of the Centre City Community Plan area. (Note: In 2006 the City Council adopted the Downtown Community Plan and amendments to the Centre City Planned District Ordinance (PDO); however, these plans have not been certified by the California Coastal Commission). The RVM District is expressly designed for application to the waterfront and is intended to accommodate major tourist and local visitor attractions, recreation areas and marine related industry. The Land Use Map is included as Attachment 2. Land uses in the immediate vicinity include manufacturing, warehouses, motels, restaurants and retail. It should also be noted that the site is located within the Coastal Overlay Zone as shown in the Jurisdictional Map included as Attachment 3.

In October of 2008, staff approved a sign proposal for A-1 Self Storage, anchor tenant, for five wall signs on the four different facades of the building under Sign Category A of the citywide sign regulations of the Land Development Code (LDC) applicable in all commercial and industrial zones. The approved signs were for internally illuminated individual channel letter signs that read "A-1 Self Storage." However, it was later determined that it was staff oversight that the sign proposal was reviewed under Sign Category A, not Sign Category C which is applicable in the commercial and industrial zones within the Coastal Overlay Zone. Under Sign Category A, A-1 Self Storage would be allowed up to 350 square feet maximum of signage, whereas under Sign Category C, it would be allowed wall signs with a maximum size area of 100 square feet. Therefore, an application was submitted by Caster Properties, Inc. to allow a Sign Program for A-1 Self Storage that would provide future tenant(s) signage based on sign area allowances under Sign Category A.

## **DISCUSSION**

### **Project Description:**

The application is for approval of a Sign Program for the A-1 Self Storage project. The objective of the A-1 Self Storage project Sign Program is to provide sign standards and specifications that assure consistency in quality, color, size, and placement configuration for signage. The sign proposal includes design guidelines, construction requirements, and sign criteria for the primary tenant and future tenant(s). The site of the A-1 Self Storage project is located within the Coastal Overlay Zone and signs are therefore subject to Sign Category C. In order to provide tenant visibility consistent with surrounding businesses in the neighborhood, the applicant has proposed a Sign Program to allow signage based on Sign Category A. The proposed Sign Program has been included as Attachment 4.

The proposed project requires approval of a PDP as the signage proposed does not conform to the applicable Sign Category C signage regulations. Pursuant to Section 126.0602 of the Land

Development Code, a PDP may be requested for development that does not comply with all base zone regulations. The Coastal Zone sign restrictions only apply to properties located along the east side of Pacific Highway, as properties within the Port District's jurisdiction are not subject to the LDC limitations. The more restrictive Coastal Zone sign limitations along what will become a six-lane arterial road can be considered overly restrictive.

**Community Plan Analysis:**

The Centre City Community Plan provides the following Land Use goal:

- *Develop Centre City with a strong financial/commercial core surrounded by distinct, but well-integrated, mixed-use and residential neighborhoods along with the amenities, commerce, and services necessary to support a vibrant urban downtown.*

Although not yet technically in effect within the Coastal Zone, the Downtown Community Plan adopted in 2006 anticipates a residential population of up to 90,000 residents. There is a growing demand for specific services including storage facilities (due to relatively small size of apartments and condominiums) and a greater variety of retail services. The A-1 Self Storage project satisfies the need for convenient self-storage and also incorporated a relatively large, 10,500 square foot retail lease space that CCDC encouraged in order to attract a larger tenant than can be typically accommodated in most mixed-use projects. The applicant has had difficulty finding a tenant and is seeking a larger sign area than typically allowed in the Coastal Zone in order to entice a tenant into this location, which is relatively remote to most of downtown.

**Project-Related Issues:**

To approve a PDP, pursuant to Section 126.0604 of Land Development Code, the following five findings must be made:

1. *The proposed development will not adversely affect the applicable land use plan;*

The Sign Program will not adversely affect the applicable land use plan as it will provide the property with allowable sign sizes comparable with the majority of the northern Little Italy neighborhood.

2. *The proposed development will not be detrimental to the public health, safety, and welfare;*

The Sign Program will not be detrimental to the public health, safety and welfare as, while

providing for signs that are larger than typically allowed within the Coastal Zone, it will allow signs which are compliant with the citywide sign regulations for Commercial and Industrial zones (similar to sites located directly to the east of the project site).

- 3. The proposed development will comply with the regulations of the Land Development Code;*

The Sign Program will comply with the typical sign regulations of the LDC for commercial and industrial areas. Each tenant will be responsible of obtaining the required city permits for individual signs.

- 4. The proposed development, when considered as a whole, will be beneficial to the community; and*

The Sign Program will benefit the community by providing identification for tenants who may provide necessary services for downtown residents and businesses.

- 5. Any proposed deviations pursuant to Section 126.0602(b)(1) are appropriate for this location and will result in a more desirable project than would be achieved if designed in strict conformance with the development regulations of the applicable zone.*

The Sign Program will allow this project the ability to install signs equivalent in size with the vast majority of businesses in the Little Italy neighborhood.

No public correspondence has been received in support or opposition of this application.

## **CONCLUSION**

Staff has reviewed the Sign Program for the project and all issues identified through the review process. If the Sign Program is approved the facility will have allowable sign area for future tenants based on the citywide regulations under Category A for Commercial Zones instead of the Category C for Coastal Zones. Staff recommends approving the Sign Program as submitted.

## **ALTERNATIVE**

1. Approve Planned Development Permit 2009-09 for a Sign Program for A-1 Self Storage, with modifications.



2. Deny Planned Development Permit 2009-09 for a Sign Program for A-1 Self Storage, if the findings required to approve the project cannot be affirmed.

Respectfully submitted,



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Lorena Cordova  
Junior Planner  
Centre City Development Corporation



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Brad Richter  
Assistant Vice President of Current Planning  
Centre City Development Corporation

RICHTER/LGC

Attachments:

1. Aerial Photograph
2. Land Use Map
3. Jurisdictional Map
4. Sign Program
5. Ownership Disclosure Statement
6. Sections of the Land Development Code:
  - i. Section 126.0602 Planned Development Permits
  - ii. Section 142.1220 Primary Sign Regulations



**A-1 Self Storage  
2235 Pacific Highway  
Aerial Photo**





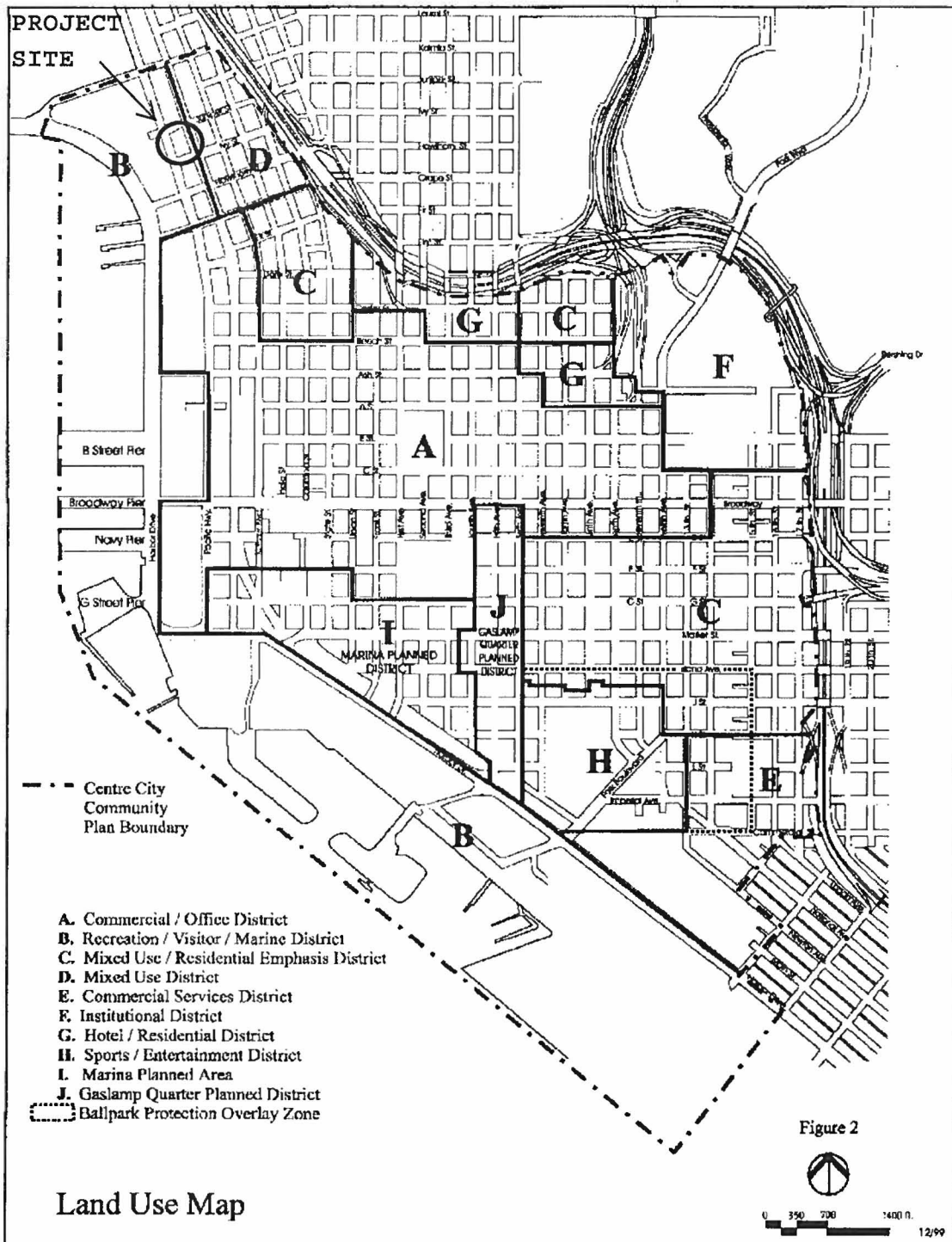
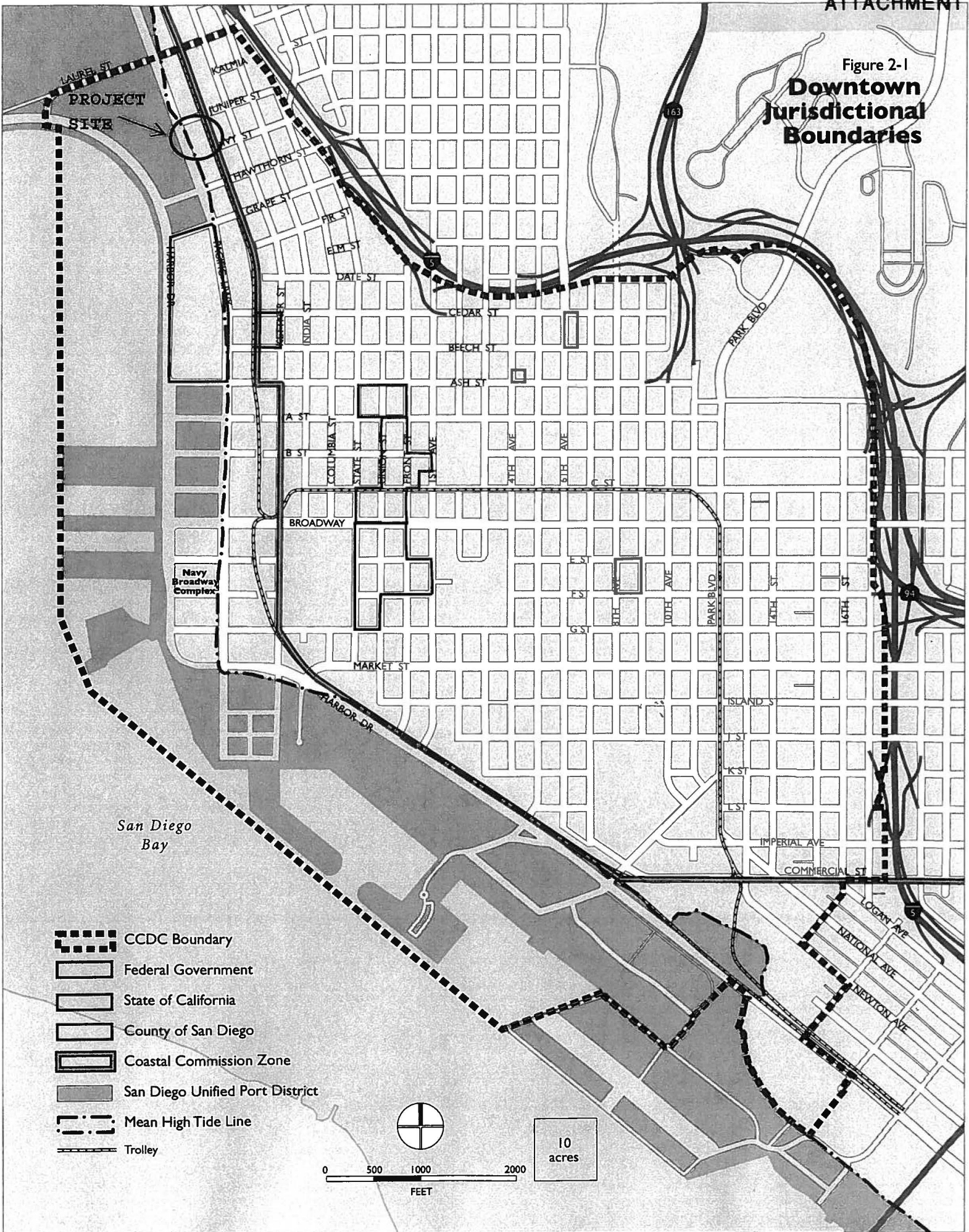




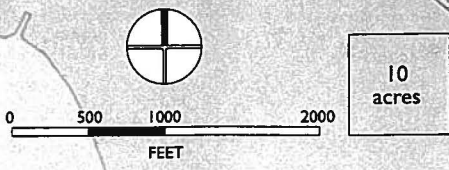


Figure 2-1  
**Downtown  
Jurisdictional  
Boundaries**



-  CCDC Boundary
-  Federal Government
-  State of California
-  County of San Diego
-  Coastal Commission Zone
-  San Diego Unified Port District
-  Mean High Tide Line
-  Trolley



# A-1 SELF STORAGE

## **Comprehensive Sign Program**

**28 April 2009**

**Prepared by:  
Graphic Solutions  
2952 Main Street  
San Diego, CA 92113**

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## **OBJECTIVE**

The objective of the A-1 Storage Building Sign Program is to provide sign standards and specifications that assure consistency in quality, color, size, placement, and configuration for signage.

## **DESIGN GUIDELINES**

### **A. Acceptable Sign Treatments**

Only those sign types specified in the Sign Program and/or specifically approved in writing by the Owner and the City will be allowed. Sizes and quantities for signs shall be as outlined in the criteria and exhibits for each sign type. See details for each sign type below.

### **B. Lighting**

1. All front lighting, lamps and fixtures shall be baffled or obscured in channels where possible.
2. All electrical housings and posts for signs shall be painted out to match the building background immediately behind and adjacent to the sign.
3. All lighting must exactly match the specifications of the approved shop drawings.

### **C. Colors**

Sign colors shall be designed to provide sufficient contrast against background colors. Nationally recognized tenants may use their corporate colors subject to Owner's prior written approval.

### **D. Copy / Typestyles**

Copy and layout are subject to Owner's prior written approval.

### **E. Sizes and Quantities**

Sizes and quantities for signs shall be as outlined in the criteria for each sign type. Notwithstanding the maximum square footage specified for copy area allowances, adequate amounts of visual open space shall be provided so that signs appear balanced and in scale in relation to their backgrounds and adjacent signage.



1. Sign area shall be calculated as follows:

Wall signs: shall be computed by measuring the smallest geometric figure that can enclose the words, symbols, or emblems of the actual sign copy. For internally-illuminated wall signs, the entire illuminated sign face is the sign copy area.

**F. Location**

Signs shall be located as shown in the exhibits and approved by the Owner. Wall signs need not be attached to the lease space to which they refer.

**G. Prohibited Signs**

1. Any sign not in accordance with this Sign Plan.
2. Any signs not addressed in this sign plan that are specifically prohibited by City of San Diego Zoning and Signage Regulations and the Centre City Planned District Ordinance.

**H. Owner's Right to Enforce**

The Owner may, at its sole discretion and at the violator's cost, correct, replace or remove any sign that is installed without written approval and/or that is deemed not to be in conformance with the Sign Program, the plans as approved by the Owner, or erected without appropriate governmental agency approval or permits.

**I. Abandoned Signs**

An abandoned sign is that whose use is discontinued because the premises upon which it is located becomes vacated and unoccupied for a period of more than 30 days. The Owner may, at its sole discretion and at the violator's cost, replace or remove any abandoned sign.

## **CONSTRUCTION REQUIREMENTS**

The following requirements shall be observed:

### **A. Materials**

1. Signs must be made of durable, rust-inhibited materials that are appropriate and complementary to the building architecture. All materials must be new.
2. All ferrous and non-ferrous metals shall be separated with non-conductive gaskets and stainless steel fasteners be used to secure ferrous to non-ferrous metals.
3. All bolts and fastenings shall consist of stainless steel, anodized aluminum, brass or bronze; or carbon-bearing steel with painted finish. No black iron materials are allowed.

### **B. Processes and Installation**

1. Joining of materials (e.g., seams) shall be finished in such a way as to be unnoticeable. Visible welds shall be continuous, ground smooth and filled. 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, warping and other imperfections.
2. Dimensional letters and plaques shall be affixed without visible means of attachment, unless attachments make an intentional design statement and are shown on approved shop drawings.
3. Penetrations into building walls, where required, shall be made waterproof, subject to Owner's review. Immediately upon abandonment or removal, building walls shall be restored at tenant's expense.
4. In no case shall any manufacturer's label be visible from the street from normal viewing angles.
5. Sign permit stickers shall be affixed to the bottom edge of signs, and only that portion of the permit sticker that is legally required to be visible shall be exposed.

6. All logo images and typestyles once approved by Owner, shall be accurately reproduced. Lettering that approximates intended typestyles shall not be acceptable.
7. Threaded rods or anchor bolts shall be used to mount sign letters which are spaced out from background panel or building wall. Angle clips attached to letter sides are not permitted.

**C. Paint**

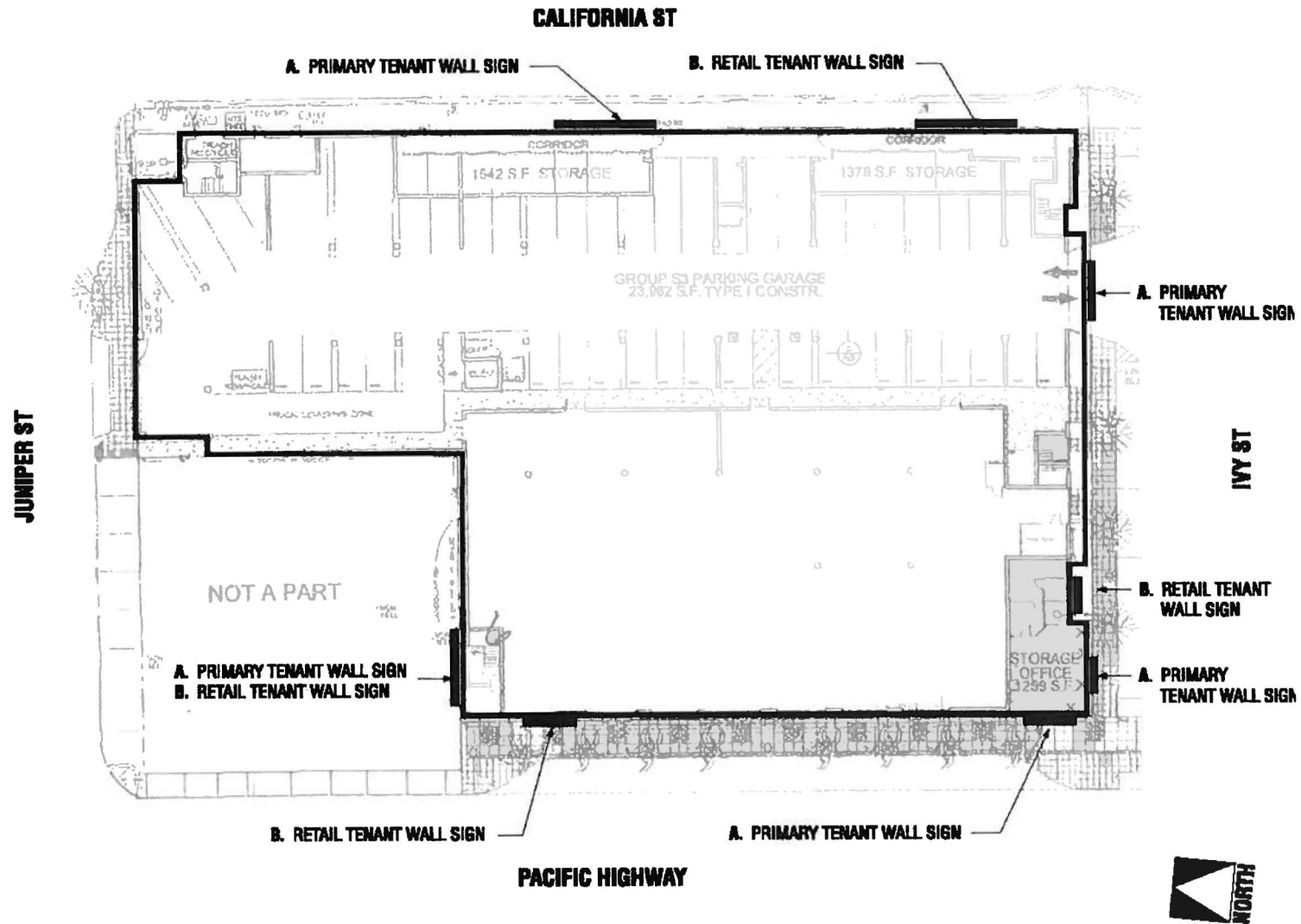
1. Color coatings shall exactly match the colors specified on the approved plans. Surfaces with color mixes and hues prone to fading (e.g., pastels, fluorescent, complex mixtures, and intense reds, yellows and purples) shall be coated with ultraviolet-inhibiting clear coat in a matte, gloss, or semi-gloss finish. All finishes shall be free of dust, orange peel, drips, and runs and shall have a uniform surface.

## **EXHIBITS**

Note: All maps and figures indicate **typical** design concepts and locations and are subject to change. Exhibits are not intended to suggest final sign designs or exact locations, and may vary depending on final tenant lease space configuration.

# SITE PLAN

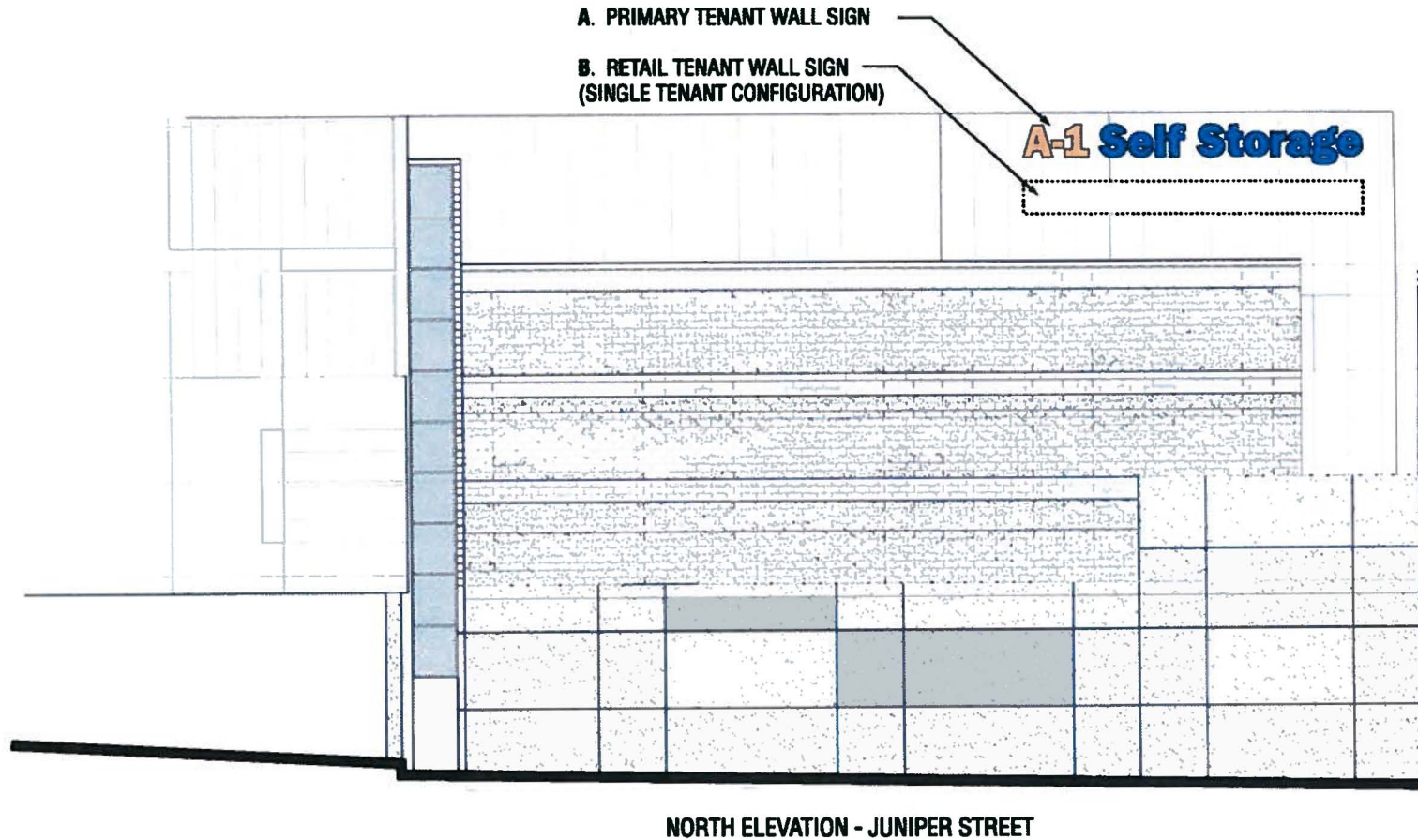
## Typical Tenant Sign Locations



**SIGN LOCATION -**

**NORTH BUILDING ELEVATION**

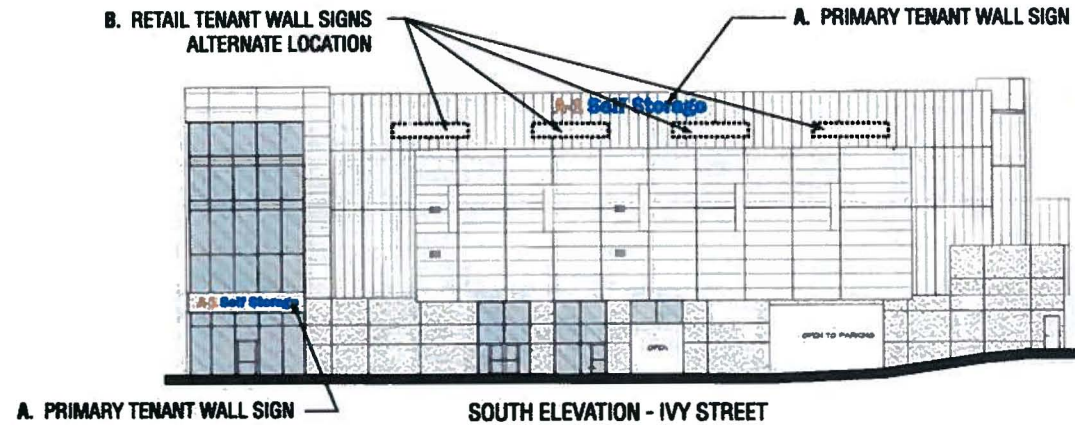
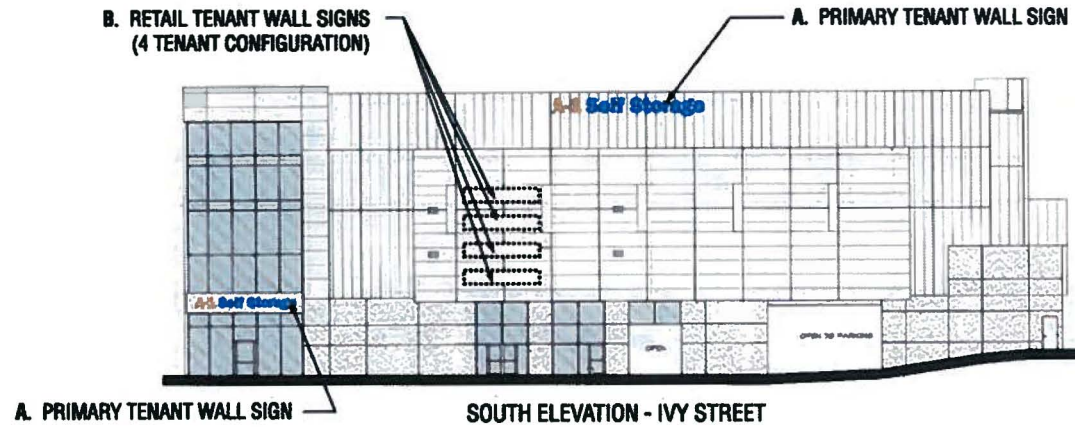
Typical Tenant Sign Locations



**SIGN LOCATION -**

**SOUTH BUILDING ELEVATION**

Typical Tenant Sign Locations

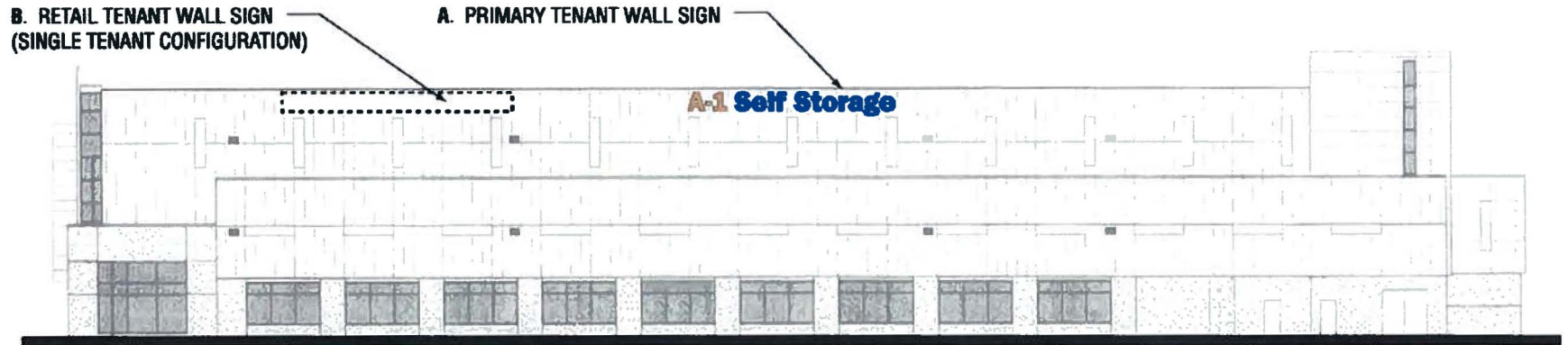




**SIGN LOCATION -**

**EAST BUILDING ELEVATION**

**Typical Tenant Sign Locations**



**EAST ELEVATION - CALIFORNIA STREET**



**EAST ELEVATION - CALIFORNIA STREET**

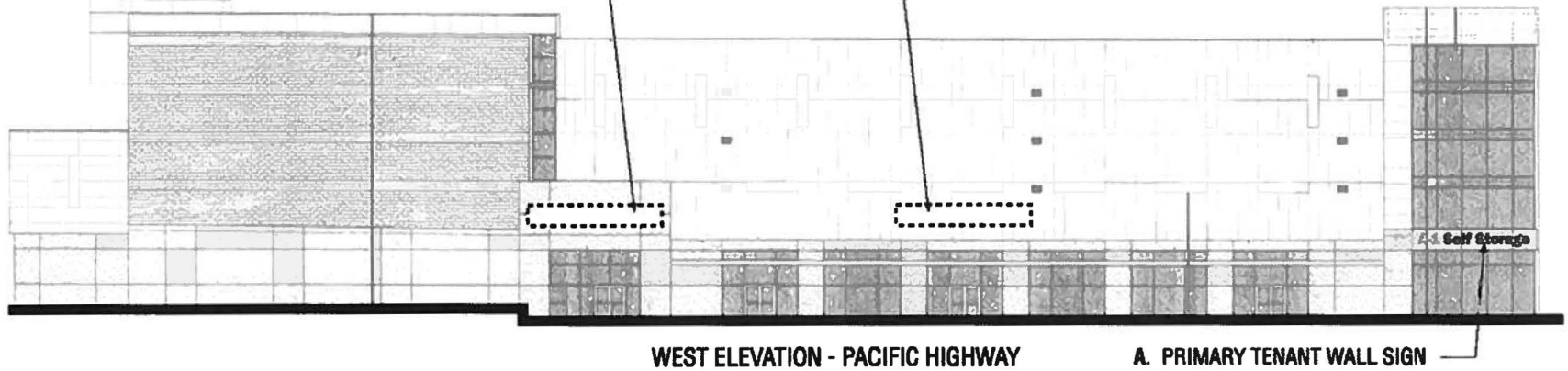
**SIGN LOCATION -**

**WEST BUILDING ELEVATION**

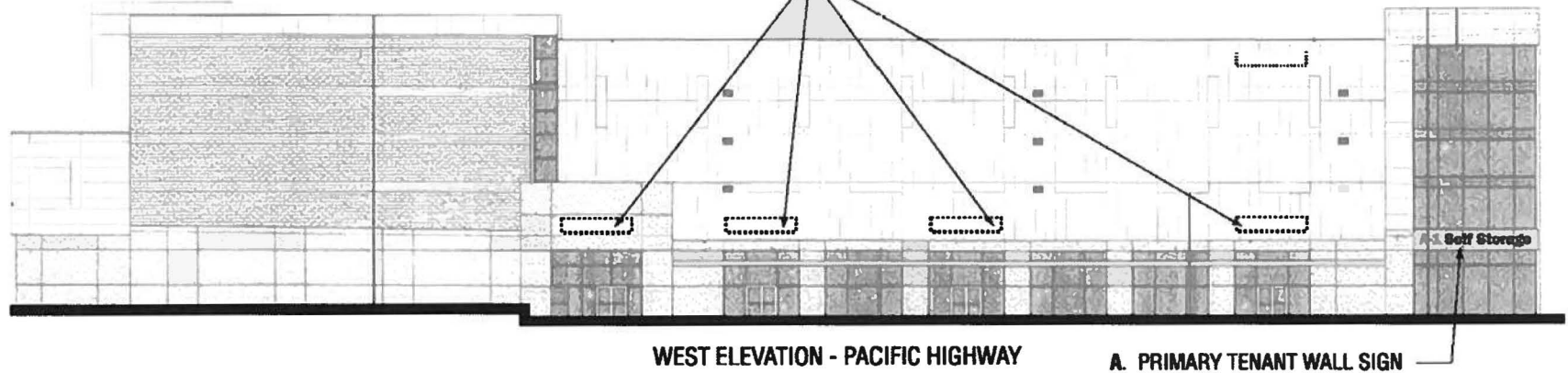
Typical Tenant Sign Locations

**B. RETAIL TENANT WALL SIGN (SINGLE TENANT CONFIGURATION)**

**ALTERNATE LOCATION**



**B. RETAIL TENANT WALL SIGNS (4 TENANT CONFIGURATION)**



**SIGN TYPE: (A) PRIMARY TENANT WALL SIGN**

QUANTITY	Not Limited. Tenant may share allowable sign area aggregate per building elevation.
LOCATION	On building wall, as designated by Owner.
TEXT	Tenant name / logo
SIGN AREA	Included in 350 square ft. max aggregate signage allowance per building elevation. Primary Tenant Allowance per Elevation: West Elevation: 41 sq. ft. South Elevation: 135 sq. ft. East Elevation: 166 sq. ft. North Elevation: 95 sq. ft.
MATERIALS	Internally illuminated channel or reverse channel letters; dimensional letters or other material compatible with building architecture.
COLORS	Tenants may use custom colors with Owner approval. Colors shall be compatible with the building architecture.
TYPE FACE	Custom tenant logotype / logo
LIGHTING	Direct or Indirect

**SIGN TYPE: (B) RETAIL TENANT WALL SIGN**

QUANTITY	(1) per tenant per elevation. Up to (4) retail tenants may share allowable sign area aggregate per building elevation.
LOCATION	On building wall, as designated by Owner.
TEXT	Tenant name / logo
SIGN AREA	Included in 350 square ft. max aggregate signage allowance per building elevation. Tenant may use a percentage of aggregate retail tenant sign allowance per elevation, based on percentage of retail space leased. <b>Aggregate Retail Tenant Sign Area Allowance per Elevation:</b> West Elevation: 309 sq. ft. South Elevation: 215 sq. ft. East Elevation: 184 sq. ft. North Elevation: 255 sq. ft. Notwithstanding allowances given above, minimum sign allowance per tenant 75 sq. ft. or 25 percent of the total area of the tenant's street wall, whichever is less.
SIZE	36" max. letter height
MATERIALS	Internally illuminated channel or reverse channel letters; dimensional letters or other material compatible with building architecture.
COLORS	Tenants may use custom colors with Owner approval. Colors shall be compatible with the building architecture.
TYPE FACE	Custom tenant logotype / logo
LIGHTING	Direct or Indirect

## **SECONDARY AND TEMPORARY SIGNS**

## **SECONDARY SIGNS**

Secondary site signage are signs other than the primary project, development or tenant identification signs and may include:

- address signage
- suite number signs
- rear entry and loading dock identification
- window signs
- other code-required signs

The number and locations of secondary signs shall be subject to city review. Sizes shall not exceed allowances per city code.

## **TEMPORARY SIGNAGE**

### **Temporary Identification / Coming Soon**

Temporary signs may be allowed at individual lease spaces for displaying “for lease”, “coming soon” and similar messages subject to Owner’s approval. Tenant is responsible for City approvals or permits if applicable.

Tenants will be allowed use of a temporary identification banner for a period of time not to exceed 60 consecutive days with written approval of the Owner:

- size and quantity per city zoning ordinances

## REQUIRED SUBMITTALS AND APPROVALS

### A. Submittals and Approvals

Prior to submittal to the City, plans for all proposed signage shall be submitted to the Owner or his Authorized Agent who will review plans for conformance with the sign program. **The Owner shall have the discretionary authority to deny approval for any submittal.**

1. For signage approval, such submissions shall include (3) sets of the following:
  - a. Name, address and phone number of tenant / user
  - b. Name, address and phone number of Sign Contractor
  - c. Elevation of structure showing all proposed signs indicating sign type, design, location, size and layout of sign drawn to scale and indicating dimensions, attachment devices and construction details, colors, materials and lighting details.
  - d. Section detail of letters and/or sign element showing the dimensioned projection of the face of letters, method and intensity of illumination.
  - e. Color board with actual sample colors (8-1/2" x 11" format).
2. Requests to establish signs that vary from the provisions of this sign program shall be submitted to the Owner in writing for approval prior to being submitted to the City. All proposed variances in an application to the Owner must be clearly identified as such.
3. Following approval of proposed signage by the Owner, applications for all permits for fabrication and installation by Sign Contractor may be submitted to the City for approval, along with applicable sign permit applications.
4. Fabrication and installation of all signs shall be performed in accordance with the standards and specifications outlined in these guidelines and in the final approved plans and working drawings.



**B. Required Insurance and Permits**

Prior to installation, the tenant shall provide to the Owner an original certificate of insurance from his sign contractor naming the Owner as an additional insured for liability coverage and a copy of the sign permits issued by the City.



City of San Diego  
 Development Services  
 1222 First Ave., MS-302  
 San Diego, CA 92101  
 (619) 446-5000

# Ownership Disclosure Statement

**Approval Type:** Check appropriate box for type of approval (s) requested:  Neighborhood Use Permit  Coastal Development Permit  
 Neighborhood Development Permit  Site Development Permit  Planned Development Permit  Conditional Use Permit  
 Variance  Tentative Map  Vesting Tentative Map  Map Waiver  Land Use Plan Amendment •  Other \_\_\_\_\_

**Project Title** \_\_\_\_\_ **Project No. For City Use Only** \_\_\_\_\_

A-1 Self Storage - Signage

**Project Address:**

2235 Pacific Highway San Diego, CA 92101

**Part I - To be completed when property is held by Individual(s)**

By signing the Ownership Disclosure Statement, the owner(s) acknowledge that an application for a permit, map or other matter, as identified above, will be filed with the City of San Diego on the subject property, with the intent to record an encumbrance against the property. Please list below the owner(s) and tenant(s) (if applicable) of the above referenced property. The list must include the names and addresses of all persons who have an interest in the property, recorded or otherwise, and state the type of property interest (e.g., tenants who will benefit from the permit, all individuals who own the property). A signature is required of at least one of the property owners. Attach additional pages if needed. A signature from the Assistant Executive Director of the San Diego Redevelopment Agency shall be required for all project parcels for which a Disposition and Development Agreement (DDA) has been approved / executed by the City Council. Note: The applicant is responsible for notifying the Project Manager of any changes in ownership during the time the application is being processed or considered. Changes in ownership are to be given to the Project Manager at least thirty days prior to any public hearing on the subject property. Failure to provide accurate and current ownership information could result in a delay in the hearing process.

**Additional pages attached**  Yes  No

Name of Individual (type or print): \_\_\_\_\_

Owner  Tenant/Lessee  Redevelopment Agency

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone No: \_\_\_\_\_ Fax No: \_\_\_\_\_

Signature : \_\_\_\_\_ Date: \_\_\_\_\_

Name of Individual (type or print): \_\_\_\_\_

Owner  Tenant/Lessee  Redevelopment Agency

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone No: \_\_\_\_\_ Fax No: \_\_\_\_\_

Signature : \_\_\_\_\_ Date: \_\_\_\_\_

Name of Individual (type or print): \_\_\_\_\_

Owner  Tenant/Lessee  Redevelopment Agency

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone No: \_\_\_\_\_ Fax No: \_\_\_\_\_

Signature : \_\_\_\_\_ Date: \_\_\_\_\_

Name of Individual (type or print): \_\_\_\_\_

Owner  Tenant/Lessee  Redevelopment Agency

Street Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone No: \_\_\_\_\_ Fax No: \_\_\_\_\_

Signature : \_\_\_\_\_ Date: \_\_\_\_\_

Project Title:

A-1 Self Storage - Signage

Project No. (For City Use Only)

Part II - To be completed when property is held by a corporation or partnership

Legal Status (please check):

Corporation Limited Liability -or- General) What State? Corporate Identification No.

Partnership

By signing the Ownership Disclosure Statement, the owner(s) acknowledge that an application for a permit, map or other matter, as identified above, will be filed with the City of San Diego on the subject property with the intent to record an encumbrance against the property.. Please list below the names, titles and addresses of all persons who have an interest in the property, recorded or otherwise, and state the type of property interest (e.g., tenants who will benefit from the permit, all corporate officers, and all partners in a partnership who own the property). A signature is required of at least one of the corporate officers or partners who own the property. Attach additional pages if needed. Note: The applicant is responsible for notifying the Project Manager of any changes in ownership during the time the application is being processed or considered. Changes in ownership are to be given to the Project Manager at least thirty days prior to any public hearing on the subject property. Failure to provide accurate and current ownership information could result in a delay in the hearing process. Additional pages attached Yes No

Corporate/Partnership Name (type or print):

Caster Storage II LP

Owner Tenant/Lessee

Street Address:

4607 Mission Gorge Place

City/State/Zip:

San Diego, CA 92120

Phone No:

(619) 287-8873 x108

Fax No:

(619) 287-2493

Name of Corporate Officer/Partner (type or print):

Caster Family Enterprises Inc., Genl. Partner

Title (type or print):

by Brian R. Caster, Vice President

Signature :

Date:

3-20-09

Corporate/Partnership Name (type or print):

Owner Tenant/Lessee

Street Address:

City/State/Zip:

Phone No:

Fax No:

Name of Corporate Officer/Partner (type or print):

Title (type or print):

Signature :

Date:

Corporate/Partnership Name (type or print):

Owner Tenant/Lessee

Street Address:

City/State/Zip:

Phone No:

Fax No:

Name of Corporate Officer/Partner (type or print):

Title (type or print):

Signature :

Date:

Corporate/Partnership Name (type or print):

Owner Tenant/Lessee

Street Address:

City/State/Zip:

Phone No:

Fax No:

Name of Corporate Officer/Partner (type or print):

Title (type or print):

Signature :

Date:

Corporate/Partnership Name (type or print):

Owner Tenant/Lessee

Street Address:

City/State/Zip:

Phone No:

Fax No:

Name of Corporate Officer/Partner (type or print):

Title (type or print):

Signature :

Date:

Corporate/Partnership Name (type or print):

Owner Tenant/Lessee

Street Address:

City/State/Zip:

Phone No:

Fax No:

Name of Corporate Officer/Partner (type or print):

Title (type or print):

Signature :

Date:

**Article 6: Development Permits****Division 6: Planned Development Permit Procedures***(Added 12-9-1997 by O-18451 N.S.)***§126.0601 Purpose of the Planned Development Permit Procedures**

The purpose of these procedures is to establish a review process for *development* that allows an *applicant* to request greater flexibility from the strict application of the regulations than would be allowed through a deviation process. The intent is to encourage imaginative and innovative planning and to assure that the *development* achieves the purpose and intent of the applicable *land use plan* and that it would be preferable to what would be achieved by strict conformance with the regulations.

*(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)***§126.0602 When a Planned Development Permit May Be Requested**

- (a) The following types of *development* may be requested with a Planned Development Permit decided in accordance with Process Three.
- (1) Residential *development* within the areas described in this section when the community plan recommends a Planned Development Permit in conjunction with another requested discretionary action, as described in Section 143.0402:
    - (A) Within the Carmel Mountain Ranch Community Plan area, residential *development* within certain areas as identified in the community plan;
    - (B) Within the Midway-Pacific Highway Corridor Community Plan area, mixed-use residential and commercial *development*;
    - (C) Within the Mira Mesa Community Plan area, residential *development* that includes a rezone or *subdivision*;
    - (D) Within the Miramar Ranch North Community Plan area, all proposed residential *development*;

- (E) Within the Rancho Penasquitos Community Plan area, *subdivisions* creating 5,000 square foot *lots* consistent with the low *density* residential land use category;
  - (F) Within the Sabre Springs Community Plan area, residential *development* on those parcels identified in Section 4.4 of the community plan;
  - (G) Within the Scripps Miramar Ranch Community Plan area, residential *development* in Areas C or E as identified in the community plan; and
  - (H) Within the Torrey Pines Community Plan area, all new *multiple-dwelling unit development*.
- (2) Commercial *development* within the areas listed below when the community plan recommends a Planned Development Permit in conjunction with another requested discretionary action, as described in Section 143.0402:
- (A) Within the Carmel Mountain Ranch Community Plan area, commercial *development* located within the area designated for planned commercial *development* on Figure 35 of the community plan;
  - (B) Within the Kearny Mesa Community Plan area, any visitor accommodation facilities;
  - (C) Within the Midway-Pacific Highway Corridor Community Plan area, all commercial and residential mixed-use *development*;
  - (D) Within the Mira Mesa Community Plan area, commercial *development* that includes a rezone or *subdivision*;
  - (E) Within the Miramar Ranch North Community Plan area, all commercial *development*;
  - (F) Within the Navajo Community Plan area, commercial *development* that includes a rezone or *subdivision*;
  - (G) Within the Otay Mesa-Nestor Community Plan area, commercial *development* of property identified by the Plan's Commercial Land Use Map as requiring discretionary review;

- (H) Within the Peninsula Community Plan, commercial *development* on the block bounded by Lowell Street, Keats Street, Rosecrans Street, and Locust Street; and
  - (I) Within the Rancho Penasquitos Community Plan area, commercial *development* located in the Towne Centre.
- (3) Industrial *development* within the areas listed below when the community plan recommends a Planned Development Permit in conjunction with another requested discretionary action, as described in Section 143.0402:
- (A) Within the Kearny Mesa Community Plan area, industrial *development* in the area known as Allred-Collins East;
  - (B) Within the Mira Mesa Community Plan area, industrial *development* that includes a rezone or *subdivision*;
  - (C) Within the Navajo Community Plan area, industrial *development* that includes a rezone or *subdivision*;
  - (D) Within the Sabre Springs Community Plan area, *development* on parcels 3 and 9 of the Sabre Springs Industrial Park;
  - (E) Within the Scripps Miramar Ranch Community Plan area, *development* of a 3.7-acre storage facility as identified in the community plan and all *development* in the Scripps Business Park; and
  - (F) Within the Torrey Pines Community Plan area, *development* in the Carrol Canyon Corridor as identified in the community plan.
- (b) The following types of *development* may be requested with a Planned Development Permit to be decided in accordance with Process Four.
- (1) *Development* that does not comply with all base zone regulations or all development regulations, or proposes to exceed limited deviations allowed by the regulations in Chapter 14, as described in Section 143.0402.

- (2) Rural Cluster *development* in the OR and AR zones, as described in Section 143.0402.
- (3) *Developments* involving a Planned Development Permit within RS zones in *Urbanized Communities* as described in Section 143.0402.
- (c) The following types of *development* may be requested with a Planned Development Permit to be decided in accordance with Process Five.

Rural cluster residential *development* in the AR-1-1 and OR-1-2 zones that proposes a *density* that exceeds one dwelling unit per 10 acres but is not more than one dwelling unit per 4 acres, with no potential for *development* on the remainder of the *premises*, as described in Section 143.0402.

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000; amended 6-19-2000 by O-18814 N.S.)

(Amended 4-8-2008 by O-19734 N.S; effective 5-8-2008.)

#### §126.0603 Decision Process for Planned Development Permits

- (a) A decision on an application for a Planned Development Permit for the type of *development* listed in Section 126.0602(a) shall be made in accordance with Process Three. The decision may be appealed to the Planning Commission in accordance with Section 112.0506.
- (b) A decision on an application for a Planned Development Permit for the types of *development* listed in Section 126.0602(b) shall be made in accordance with Process Four.
- (c) A decision on an application for a Planned Development Permit for the *development* listed in Section 126.0602(c) shall be made in accordance with Process Five.

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)



- (B) Real estate *signs*
  - (C) Banner *signs*
  - (D) Special *signs*
  - (E) Pennants, flags, streamers and other similar devices
  - (F) Advertising vehicles
  - (G) Real estate open house directional *signs*
  - (H) *Subdivision* directional and identification *signs*
  - (I) Inflatable displays
  - (J) Window and building *signs*
- (c) *Signs* Permitted by Higher Process
- The following are the types of *signs* that may be permitted with a Neighborhood Use Permit in accordance with Chapter 12, Article 6, Division 2.
- (1) Revolving *projecting signs*
  - (2) *Signs* with automatic changing copy
  - (3) Theater *marquees*
  - (4) Community identification *signs*
  - (5) Reallocation of *sign* area allowance

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000; amended 6-19-2000 by O-18814 N.S.)

**§142.1220 Primary Sign Regulations**

- (a) Each establishment is entitled to a *wall sign* and a *projecting sign* based on the requirements of Sections 142.1225 and 142.1230. *Ground signs* and *roof signs* are permitted on a *premises* basis, and may be installed instead of a *projecting sign*.
- (b) *Signs* in Commercial and Industrial Zones
  - (1) Primary *signs* are regulated according to the applicable commercial or industrial base zone. *Sign* Categories A, B, and C are established as follows to identify applicable sign regulations with the appropriate base zone.

- (A) *Sign* Category A is applicable in all commercial and industrial zones, except for those precluded in Table 142-12B or in Planned Districts, or except in the Coastal Overlay Zone where Category C shall apply.
  - (B) *Sign* Category B is applicable in all of the CO zones, and all of the IP zones, except in the Coastal Overlay Zone where Category C shall apply.
  - (C) *Sign* Category C is applicable in all of the CN zones and in the commercial and industrial zones within the Coastal Overlay Zone.
- (2) Section 142.1290 contains separate *sign* regulations for commercial and industrial zones in La Jolla, and Section 142.1291 contains supplemental regulations for commercial zones in Ocean Beach.
- (c) Table 142-12B identifies under what conditions certain types of primary *signs* are permitted in the commercial and industrial zones and the relationship among the sizes of primary *signs*. Allowances may be based on establishment, *premises*, or *street frontage*. This table presents primary *sign* type relationships only and should not be used to calculate allowable *sign* area or number of *signs* allowed. Refer to sections identified in Table 142-12A for regulations.

**Table 142-12B  
Permitted Primary Signs**

<b>Sign Types</b>	<b>Category A General Citywide Commercial and Industrial Zones</b>	<b>Category B CO and IP Zones</b>	<b>Category C CN and Commercial and Industrial Zones in the Coastal Overlay Zone</b>
<b>Wall Signs</b> (See regulations in Section 142.1225)	<p>Minimum of One <i>Sign</i> per Establishment</p> <p>Number and square footage of <i>wall signs</i> is limited only by the area calculation which is based on establishment's <i>street wall, public right-of-way width, and street speed limit</i>. The permitted <i>sign copy area</i> is reduced by the addition of roof, projecting, or <i>ground signs</i>.</p>	<p>Minimum of One <i>Sign</i> per Establishment</p> <p>Number and square footage of <i>wall signs</i> is limited only by the area calculation which is based on establishment's <i>street wall, public right-of-way width, and street speed limit</i>. The permitted <i>sign copy area</i> is reduced by the choice of projecting or <i>ground signs</i>, with a maximum display area limitation.</p>	<p>Minimum of One <i>Sign</i> per Establishment</p> <p>Number and square footage of <i>wall signs</i> is limited only by the area calculation which is based on establishment's <i>street wall, public right-of-way width, and street speed limit</i>. The permitted <i>sign copy area</i> is reduced by the choice of projecting or <i>ground signs</i>, with a maximum display area limitation.</p>

<b>Sign Types</b>	<b>Category A General Citywide Commercial and Industrial Zones</b>	<b>Category B CO and IP Zones</b>	<b>Category C CN and Commercial and Industrial Zones in the Coastal Overlay Zone</b>
<b>Projecting Signs</b> (See regulations in Section 142.1230)	<p>One <i>Projecting Sign</i> per Establishment</p> <p><i>Projecting signs</i> are permitted in lieu of projecting roof, roof, or <i>ground signs</i>. The area is based on <i>street wall</i>, <i>public right-of-way</i> width, and <i>street</i> speed limit. The use of a <i>projecting sign</i> reduces the allowable <i>wall sign</i> area. <i>Projecting signs</i> may be substituted for a <i>ground sign</i> in cases where more than one <i>ground sign</i> is permitted.</p>	<p>One <i>Projecting Sign</i> per Single-establishment <i>Premises</i> Having less than 100 Feet in <i>Street Frontage</i></p> <p><i>Projecting signs</i> are permitted in lieu of <i>ground signs</i>. The area is based on <i>street wall</i>, <i>public right-of-way</i> width, and <i>street</i> speed limit, with a maximum display area limitation.</p>	<p>One <i>Projecting Sign</i> per Single-establishment <i>Premises</i> Having less than 100 Feet in <i>Street Frontage</i></p> <p><i>Projecting signs</i> are permitted in lieu of <i>ground signs</i>. The area is based on <i>street wall</i>, <i>public right-of-way</i> width, and <i>street</i> speed limit, with a maximum display area limitation.</p>
<b>Roof Signs</b> (See regulations in Section 142.1235)	<p>One <i>Roof Sign</i> per <i>Premises</i></p> <p>In lieu of <i>projecting signs</i> or <i>ground signs</i>. The area is based on <i>street wall</i>, <i>public right-of-way</i> width, and <i>street</i> speed limit. The use of a <i>roof sign</i> reduces the allowable <i>wall sign copy area</i>.</p>	Not Permitted	Not Permitted
<b>Ground Signs</b> (See regulations in Section 142.1240)	<p>One <i>Sign</i> per Frontage for Each <i>Premises</i> Having <i>Street Frontage</i>. The Number Increases as Frontage Increases.</p> <p><i>Ground signs</i> are permitted in lieu of <i>roof signs</i> and <i>projecting signs</i>; however, one <i>projecting sign</i> may</p>	<p>One <i>Sign</i> per <i>Premises</i> per Frontage with Minimum of 100 Feet in <i>Street Frontage</i></p> <p><i>Ground signs</i> are permitted in lieu of <i>projecting signs</i>. The area is based on <i>street wall</i>, <i>public right-of-way</i></p>	<p>One <i>Sign</i> per <i>Premises</i> per <i>Street Frontage</i></p> <p><i>Ground signs</i> are permitted in lieu of <i>projecting signs</i>. The area is based on <i>street wall</i>, <i>public right-of-way</i> width, and <i>street</i> speed limit, with a</p>

<b>Sign Types</b>	<b>Category A General Citywide Commercial and Industrial Zones</b>	<b>Category B CO and IP Zones</b>	<b>Category C CN and Commercial and Industrial Zones in the Coastal Overlay Zone</b>
<p><b>Ground Signs</b> (See regulations in Section 142.1240)</p>	<p>One <i>Sign</i> per Frontage for Each <i>Premises</i> Having <i>Street Frontage</i>. The Number Increases as Frontage Increases.</p> <p><i>Ground signs</i> are permitted in lieu of <i>roof signs</i> and <i>projecting signs</i>; however, one <i>projecting sign</i> may replace one <i>ground sign</i> when more than one <i>ground sign</i> is allowed on the <i>premises</i>. In addition, one of the <i>ground signs</i> may revolve when more than one <i>ground sign</i> is allowed. The permitted <i>sign area</i> for <i>ground signs</i> is based on <i>street wall</i>, <i>public right-of-way</i> width, and <i>street</i> speed limit. The use of a <i>ground sign</i> on a <i>premises</i> reduces the allowable <i>wall sign copy area</i> for that <i>premises</i>.</p>	<p>One <i>Sign</i> per <i>Premises</i> per Frontage with Minimum of 100 Feet in <i>Street Frontage</i></p> <p><i>Ground signs</i> are permitted in lieu of <i>projecting signs</i>. The area is based on <i>street wall</i>, <i>public right-of-way</i> width, and <i>street</i> speed limit, with a maximum display area limitation.</p>	<p>One <i>Sign</i> per <i>Premises</i> per <i>Street Frontage</i></p> <p><i>Ground signs</i> are permitted in lieu of <i>projecting signs</i>. The area is based on <i>street wall</i>, <i>public right-of-way</i> width, and <i>street</i> speed limit, with a maximum display area limitation.</p>

- (d) All *street frontage* factors for *sign* allocation are based on *public rights-of-way* with publicly maintained *street* improvements and do not include *alleys* or unimproved *public rights-of-way*.
- (e) Public interest *signs* may use the area of any primary *sign*.

- (f) *Signs* with public service messages are permitted as part of the primary *sign* allowance. The message may have electronically changing copy without a Neighborhood Use Permit subject to the following regulations.
  - (1) The *sign* shall not exceed 25 percent of the maximum permitted area for primary *signs* or 50 square feet, whichever is less.
  - (2) The message shall be contained within the copy area or *sign face* and shall not travel or appear to travel. The message shall remain constant for a period of time with a complete blackout between messages.
  - (3) The *sign* may have electronically changing copy which shall be limited to the following information:
    - (A) Time
    - (B) Date
    - (C) Temperature
    - (D) Weather

(Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)

#### §142.1225 Wall Signs in Commercial and Industrial Zones

The following regulations apply to *wall signs* in all commercial and industrial zone *sign* categories, unless otherwise indicated.

- (a) A minimum of one *wall sign* per establishment is permitted. *Wall signs* are permitted alone or in combinations with other primary *signs*; however, the maximum permitted *wall sign* area is decreased by the use of other primary *signs*.
- (b) Table 142-12C provides the basis for calculating the *wall sign copy area* for establishments along a single *street frontage*. The permitted *sign copy area* is based on the length of the establishment's *street wall*, the width of the adjacent *public right-of-way*, and the other types of *signs* located on the *premises*.

**Table 142-12C**  
**Calculation of Wall Sign Copy Area**  
**on a Single Street Frontage**

<b>Public Right-of-way Width</b>	<b>Sign Category A</b>			<b>Sign Category B</b>	<b>Sign Category C</b>
	<b>Wall Signs Only. No Roof, Ground, or Projecting Signs</b>	<b>Wall Signs and One Ground Sign. No Roof or Projecting Signs</b>	<b>1) Wall Signs and Roof or Projecting Signs. No Ground Sign; or 2) Wall Signs on a Building with One High-rise Wall Sign</b>	<b>Wall Signs and Projecting Sign or Wall Signs and Ground Sign</b>	<b>Wall Signs and Projecting Sign or Wall Signs and Ground Sign</b>
<i>Public right-of-way width 60 feet or less</i> <sup>(1)</sup>	For wall sign copy area, multiply the establishment's street wall by 3 feet	For wall sign copy area, multiply the establishment's street wall by 1-1/4 feet	For wall sign copy area, multiply the establishment's street wall by 3/4 feet	For wall sign copy area, multiply the establishment's street wall by 3/4 feet	For wall sign copy area, multiply the establishment's street wall by 3/4 feet
<i>Public right-of-way width 60 feet or greater</i>	For wall sign copy area, multiply the establishment's street wall by 3-3/4 feet	For wall sign copy area, multiply the establishment's street wall by 1-1/2 feet	For wall sign copy area, multiply the establishment's street wall by 1 foot	For wall sign copy area, multiply the establishment's street wall by 1 foot	For wall sign copy area, multiply the establishment's street wall by 1 foot
<i>Maximum wall sign copy area</i>	350 square feet	250 square feet	200 square feet	200 square feet	100 square feet
<i>Minimum wall sign copy area for each establishment</i>	75 square feet or 25 percent of the total area of establishment's street wall, whichever is less	30 square feet or 25 percent of the total area of establishment's street wall, whichever is less	20 square feet or 25 percent of the total area of establishment's street wall, whichever is less	20 square feet or 25 percent of the total area of establishment's street wall, whichever is less	20 square feet or 25 percent of the total area of establishment's street wall, whichever is less

Footnote to Table 142-12C

<sup>1</sup> Where a *public right-of-way* width is developed to 60 feet or less, but is designated as a *major street* or a *primary arterial* by the applicable *land use plan*, the *wall sign copy area* shall be based on the 60 feet or greater calculation.

- (c) General Regulations for All *Wall Signs*
- (1) Table 142-12C calculates the total *wall sign copy area* available to all establishments on multiple *floors* of the same portion of the *street wall* of the building. The establishments on upper *floors* may share the permitted *wall sign copy area* or may use the minimum *wall sign copy area* for each establishment in the last row of Table 142-12C.
  - (2) For *premises* that have more than one *street frontage*, each *street frontage* is considered separately for calculating the permitted *wall sign copy area*.
  - (3) *Wall signs* are permitted along *street frontages* where access rights to the *public right-of-way* have been waived or taken for public safety or traffic circulation purposes.
  - (4) *Premises* fronting on more than one *public right-of-way* may not combine allowable *signs* for one frontage with another frontage for the purpose of placing the combined area of *signs* on any one wall.
  - (5) *Walls signs* may be internally or externally illuminated.
  - (6) *Walls signs* that either project more than 18 inches from a building wall or are illuminated by self-supporting light fixtures that extend more than 18 inches over the *parkway* are considered to be *projecting signs* and shall comply with the regulations of Section 142.1230.
- (d) Locational Regulations for all *Wall Signs*
- (1) Allowable *wall signs* may be placed only on the tenancy of the building on which the allowance is computed except that a primary occupant of a building, as designated in writing to the City Manager by the property owner, may use its *wall sign copy area* allocation for a *sign* on a parapet of the building not within its own tenancy.
  - (2) Unused *wall sign copy area* that is permitted on an establishment's *street wall* may be used instead on its nonfrontage wall provided that the *wall sign copy area* on the nonfrontage wall does not exceed that which would be permitted on a single *street frontage*. This area may not be transferred to a wall facing an *alley* or a separately owned parking lot.
  - (3) *Wall signs* on *premises* with a high-rise building identification *wall sign* shall not be placed above the minimum building height in the ranges indicated in Table 142-12J.



- (4) *Architectural projections* that meet the following criteria may be used as wall space for locating a *wall sign*:
- (A) The projection has a vertical face that is parallel to the face of the building,
  - (B) The projection does not project above the *roof line*, and
  - (C) The projection does not project over the *parkway*.
- (5) *Wall Signs on Architectural Appendages*  
*Wall signs* may be placed on an architectural appendage that is an integral part of the building, projects over the *roof line*, and is perpendicular to the *public right-of-way* subject to the following regulations.
- (A) The appendage must be incorporated into the face of the building that is adjacent to the *public right-of-way*.
  - (B) The *sign* must be in lieu of any ground, roof, or *projecting signs* on the *premises*.
  - (C) The *sign* must not project over the *parkway*.
  - (D) The area of the *sign* may not exceed the permitted *sign* area or height for a *roof sign* as indicated in Section 142.1235.
  - (E) The *sign* must be located in a *sign* category that permits *roof signs*.
  - (F) *Signs* installed or painted on the vertical surface of a marquee or other architectural projection are not subject to height or projection requirements but may not project horizontally or vertically beyond any edge of the marquee or architectural projection.
- (6) *Wall Signs on Buildings Facing Parking Lots*  
*Premises* that are adjacent to a separately owned parking *lot* that abuts a *public right-of-way* may place a *wall sign* on the side of the building facing the *public right-of-way* subject to the following regulations.
- (A) There may be only one separately owned parking lot between the building wall and the *public right-of-way*.
  - (B) The *sign* may not exceed the permitted *sign copy area* for a *wall sign* on that wall.
  - (C) The *sign copy area* permitted for this wall may not transferred to any other wall or to this wall from any other wall.

- (D) The *sign* may not project over the *property line* between the two *premises*.

(7) *Wall Signs on Alleys*

*Wall signs* are permitted on the wall of a building fronting an *alley* to identify the building occupant subject to the following regulations.

- (A) The permitted *sign copy area* is 1 square foot per foot of *building facade* on the *alley*.
- (B) The *wall sign copy area* may not be transferred to the *alley* wall from any other wall or to any other wall from the *alley* wall.
- (C) The *sign* may not project into or over the *alley*.
- (D) The *sign* may not project above the eave or parapet of the building wall or beyond the sides of the building.

(8) *Wall Signs on Awnings*

All or a portion of a *street wall*'s permitted *wall sign copy area* may be used on *awnings* subject to the following regulations.

- (A) The *sign* must be parallel to the *building facade* being used to calculate the *wall sign* allowance.
- (B) The permitted *sign* area will be calculated on the *sign copy area*, not the area of the *awning*.
- (C) The *building facade* with the *awning sign* may not also have a *projecting sign*.

(9) *Wall Signs on Mansard or False Roofs*

*Wall signs* may be located on a mansard or false roof that does not vary more than 45 degrees from vertical subject to the following regulations.

- (A) The maximum *wall sign copy area* that may be located on a mansard or false roof shall be a portion of the *street wall*'s permitted *wall sign copy area* and shall not be greater than 50 percent of the permitted *sign copy area* specified in Table 142-12C.
- (B) The *wall sign copy area* on a mansard or false roof is not in addition to the maximum permitted area *wall signs*.
- (C) *Wall signs* on a mansard or false roof may not be used when a *projecting or roof sign* is located on the *premises*.

- (D) The entire *sign*, except for the *sign copy area*, and the entire *sign support structure* shall be fully enclosed and finished in the same material as the mansard or false roof.
  - (e) *Wall Signs Extending Above the Roof*
    - (1) *Wall signs* that extend above the *roof line* or the top of the parapet wall are permitted in *sign* categories “A” and “B” only.
    - (2) *Wall signs* may extend above the *roof line* subject to the following regulations.
      - (A) The *sign* shall be mounted flush to a vertical wall.
      - (B) The *sign* shall be placed only on a single-story building.
      - (C) The *sign* shall be mounted so that the top of the *sign* is not greater than 16 feet above the ground.
      - (D) The portion of the *sign* that projects above the parapet shall not exceed 33-1/3 percent of the height of the *sign*.
      - (E) The establishment shall not have a *roof sign*.
      - (F) The establishment shall not have a *projecting sign* that projects over the parapet wall or *roof line*.
      - (G) The establishment shall not have a mansard or false roof *sign*.
- (Added 12-9-1997 by O-18451 N.S.; effective 1-1-2000.)

**§142.1230 Projecting Signs in Commercial and Industrial Zones**

The following regulations apply to *projecting signs* that project more than 18 inches from a building wall in all commercial and industrial *sign* categories, unless otherwise indicated.

- (a) A *projecting sign* is permitted for each establishment with accessible *street frontage*, in lieu of ground or *roof signs*.
- (b) Table 142-12D provides the permitted *sign* area, the number of *signs* permitted per establishment with *street frontage*, and the maximum permitted height for *projecting signs*.