VII. Development Design Guidelines

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VII. Development Design Guidelines

A. Introduction and Background

Over the last few decades, Chula Vista has dramatically emerged as an economic and population center for the San Diego region. Increasingly, the City and the public have recognized the importance of fostering a strong Urban Core that can accommodate further commercial and residential growth and serve as the retail, office, and entertainment center of the community. The City has established these design guidelines, which supplement the Specific Plan and Zoning Ordinance, to provide Chula Vista with recommendations for the preservation and aesthetic improvement of the Urban Core, which will, in turn, enhance the overall vitality and economic stability of the broader community.

1. Purpose

The purpose of the design manual is to provide guidance for the construction, conservation, adaptive use, and enhancement of buildings and street scenes contained within Chula Vista's Urban Core. The manual is intended to assist many users (property owners, merchants, real estate interests, architects, designers and building contractors, vendors and craftsmen, the City of Chula Vista, and other interested persons and organizations) in being responsive to City objectives. Each of these interests has a vital and often related role to play in the continued revitalization of the Urban Core.

This photo received favorable ratings in the Visual Preference Survey **Fg. 7.1**

The design standards in this manual are, by specific intent, prescriptive. They describe appropriate kinds of changes and improvements that can be made to existing structures, as well as recommend the incorporation of particular design elements in new construction. These guidelines, while attempting to be comprehensive in scope, certainly are not exhaustive in detail. The overall aim is to encourage creative approaches and solutions within a workable framework. The focus of the "form-based" design guidelines is the relationship of development to the street, not a mandatory preference of one architectural style over another architectural style.

2. Applicability

This manual is to be used as a guide for new construction and for the renovation of existing structures within the Urban Core and does not apply to existing

structures not undergoing any anticipated improvements. Any new residences, buildings, additions, exterior alterations, or landscaping, and any modification to an approved landscaping plan or parking lot design will adhere to these Design Guidelines as applicable. The design guidelines are to be applied within the confines of private property, with the exception of public parks, plazas, etc., that may be developed as part of individual projects. Refer to Chapter VIII - Public Realm Design Guidelines for more information on the design of public parks, plazas, etc. The guidelines are form based and should be applied to projects regardless of the type of land use.

3. Goals

The following goals provide explanation of the design philosophy expressed throughout subsequent sections of the Design Guidelines. This manual intends to promote a desired level of future development quality in the Urban Core that will:

- *contribute to implementing the goals, objectives, and policies provided in the General Plan and Urban Core Specific Plan;*
- *stimulate investment in and strengthen the economic vitality of the Urban Core;*
- *contribute to a positive physical image and identity of the City;*
- *promote a visually attractive, safe and well-planned community through the incorporation of sound design principles;*
- *create unique identities for each district;*
- *protect Urban Core residents from unsafe or unsightly conditions;*
- *minimize negative impacts of new development and redevelopment; and*
- *preserve and maximize the image, character, and history of Chula Vista's Urban Core.*

4. Organization

The first three of the following four sections focus on three distinct districts or development types within the urban core: the Village District, the Urban Core District, and the Corridors District. All sections include guidelines with regard to architecture, site planning, storefront design, landscape design, lighting, parking and circulation, and signs. The fourth section focuses on guidelines for special types of projects and special project features, including guidelines for hotels and motels, mixed-use projects, and stand alone multi-familly residential projects.

a. Village District

The guidelines contained in this section aim to retain and enhance the small-town, mixed-use ambience of the traditional Village through rehabilitation of older structures and well-designed new development. Like those for the Urban

Core, the guidelines for the Village stress pedestrian-oriented site planning and building design, including requiring upper floors to step back to allow sunlight to reach the streets below. The section also concentrates on preserving the historic fabric of the area, including providing guidance for those who wish to renovate or add on to existing buildings and promoting design compatibility between infill structures and surrounding buildings.

b. Urban Core District

The Urban Core District will serve as the primary business, commercial, and regional center of Chula Vista. This section focuses on accommodating mid- to high-rise development while encouraging an active street life. Specifically, the design guidelines support the development of continuous ground floor retail uses along Broadway and H Street. Such guidelines help ensure that the Urban Core contains a comfortable environment for pedestrians to shop, dine, and recreate. In light of the intensity of land uses and need for parking in the area, this section contains a special section devoted to the design of parking structures.

c. Corridors District

In contrast with the Urban Core and the Village Districts, the Corridors District is oriented towards the automobile rather than pedestrian traffic. Sections of Broadway and Third Avenue are characterized by minimum ten-foot setbacks, one or two-story structures, and a high percentage of retail, service, and office development. The guidelines in this section focus on promoting quality and diversity in new commercial and residential development and safe and efficient parking and circulation.

d. Special Guidelines

This section provides supplemental guidelines for hotels and motels, mixed-use projects, and multi-family residential projects to provide further site design considerations based on their individual uses. Sustainable design recommendations for all project types are also discussed.

B. What is Urban Design?

In part, urban design is the "art" of enhancing the vitality, meaning, and form of communities by ensuring quality, sensible design and development. Urban design is but one of several factors that must be considered in community design and development. The others include economic conditions, promotion, and marketing of businesses, management, and maintenance. For purposes of this manual, design guidelines are presented that aim to foster an image and character desired by the community and supportive of the other factors pertaining to different types of development.

Good urban design enhances the vitality and character of a community | Fig. 7.2

C. How to Use the Design Guidelines

People judge a place by the quality of the physical spaces they see around them – in terms of function and attractiveness. The areas within the Urban Core are not only places for residential, commercial, governmental, and employment activities but also statements about the community. Many areas within the Urban Core have either been neglected, poorly designed, or are outdated. The role of the design guidelines is to help new and old development become points of pride for Chula Vista residents.

These guidelines should be used to influence the design of development/ redevelopment of residential and non-residential land uses in the Specific Plan area and apply primarily to on-site private development areas. The guidelines are organized and written to help achieve an envisioned design quality through Chula Vista's Urban Core.

These guidelines should be used as a starting point for the creative design process and should not be looked upon as the only solution for design. Owners of properties should strive to be creative and innovative, and should be encouraged to look beyond franchise or boilerplate architectural and landscape architectural design treatments. It is encouraged that property owners involve City staff, community groups, and affected merchants and business owners in the design process prior to making a significant investment in design.

D. Village District

1. Introduction

The purpose of this section is to present design guidelines for new private development and rehabilitation of older commercial structures in the Village district. The guidelines seek to promote a blend of high quality residential and commercial uses within a small-town atmosphere. Guidelines include groundfloor commercial with office and residential above or single use structures where the design focus is on entryways, access, and pedestrian orientation. General architectural guidelines should be followed regardless of the internal use.

Third Avenue is the heart of Chula Vista **Fg. 7.3**

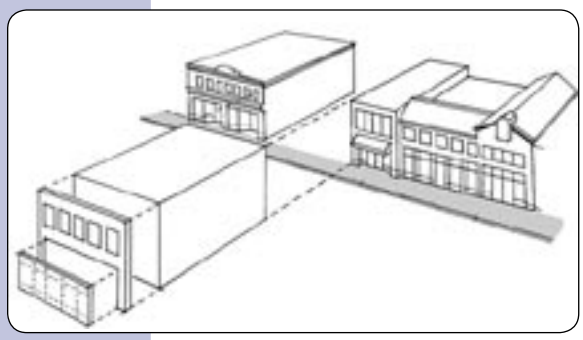
2. Design Principles

a. Promote Sound Architectural Practices

New infill development and renovation to existing structures must respect sound architectural design practices in order to create a positive ambiance within the Village. The standards contained in this section do not dictate the use of any specific architectural style. Contemporary design may be used when architectural standards guide the designer in massing, proportion, scale, texture, pattern and line. New creative interpretations of traditional design variables are particularly encouraged.

b. Retain or Repeat Traditional Facade Components

Changes to structures will, and need to, occur over time. The concern is that these changes do not damage the existing traditional building fabric and that the results of building renovation enhance the overall design integrity of the building. New infill structures should use traditional facade components, such as bulkheads, arches, plazas, and balconies, to create patterns and alignments that visually link buildings within a block, while allowing individual identity of each building. These elements are familiar to the pedestrian and help establish a sense of scale.



Infill should reflect the established rhythm and scale of adjacent buildings | Fig. 7.4

c. Develop a Steady Rhythm of Facade Widths

The traditional commercial/mercantile lot width in the Village area has given rise to buildings of relatively uniform width that create a familiar rhythm. This is particularly visible on Third Avenue. This pattern helps to tie the street together visually and provides the pedestrian with a standard measurement of his progress. Reinforcement of this facade rhythm is encouraged, in all new buildings, even if a singular structure.

d. Create a Comfortable Scale of Structures

All buildings must convey a scale appropriate for pedestrian activity. Human-scaled buildings are comfortable and create a friendly atmosphere that respects the traditional scale of the Village while also enhancing its marketability as a retail and office area. For the most part, this means two- to three-story development at the back of the sidewalk, particularly along Third Avenue.

e. Support Pedestrian-Oriented Activity at the Sidewalk and Amenity Areas

The activities that occur immediately inside the storefront and along the building frontage, particularly along Third Avenue, are an important design consideration. Structures can provide visual interest to pedestrians through goods and outdoor activities. Therefore, building design elements should be located in a way that enhances pedestrian visibility of goods and activities, and they should be kept free of advertising and non-product related clutter (e.g. backs of display cases, etc.), to the greatest extent possible. An abundance of clear, transparent glass also instills a sense of safety for pedestrians since they sense that employees and patrons are monitoring the sidewalk. In contrast, storefronts with blank or solid opaque walls degrade the quality of the pedestrian experience and are not permitted.

Ground floor sidewalk activity adds human scale to the two-story building — Fg. 7.5

Storefronts with abundant glass encourage pedestrian activity — Fg. 7.6

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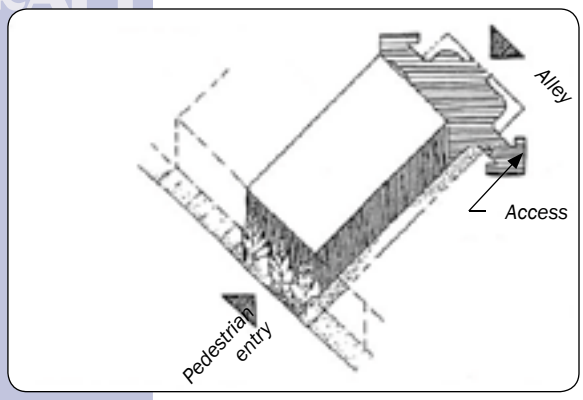


Buildings should be sited next to the street | Fig. 7.7

Corner buildings should continue storefronts on side streets | Fig. 7.8

Paseos should be placed in the middle one-third of a block | Fig. 7.9

3. Site Planning

a. Introduction

New infill buildings should reinforce the pedestrian-orientation of the Village by providing storefronts next to the sidewalk and locating parking areas away from the street.

b. Building Siting

1) The first floor of any new building should be built at (or very close to) the front property line, particularly on Third Avenue. The front building facade should be oriented parallel to the street. Buildings should also be placed on the setback line along alleys.

2) Building indentations that create small pedestrian plazas along the streetwall, particularly along Third Avenue, are encouraged.

3) Front setbacks should accommodate active public uses such as outdoor dining and therefore should use hardscape and limited landscaping, such as potted plants and flower beds. Provide additional setbacks at public plaza areas.

4) Buildings on corners should include storefront design features on at least 50% of the side street elevation wall.

5) Entries that face onto an outdoor dining opportunity are encouraged.

6) Retain existing paseos when possible. Create additional pedestrian paseos and linkages to parking lots, activity areas, or alleys within the middle one-third of a block. In no case should historic structures be modified to achieve this particular guideline.

7) Buildings situated facing a plaza, paseo, or other public space are encouraged.

8) *Loading and storage facilities should be located at the rear or side of buildings and screened from public view.*

c. Street Orientation

1) *Storefronts and major building entries should orient to Third Avenue, F Street, courtyards, or plazas, although minor side or rear entries may be desirable.*

2) *Provide corner "cut-offs" for buildings on prominent intersections.*

3) *Create continuous pedestrian activity along public sidewalks in an uninterrupted sequence by minimizing gaps between buildings.*

4) *Any building with more than 125' of street frontage should have at least one primary building entry.*

d. Parking Orientation

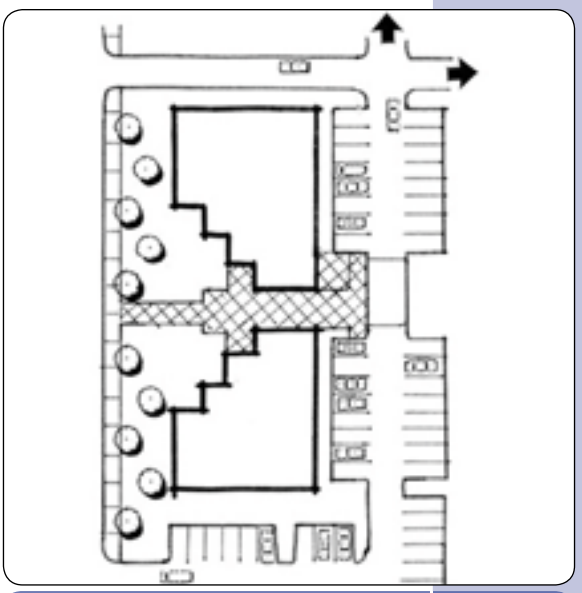
1) *Locating parking lots between the front property line and the building storefront is strongly discouraged. Instead, parking lots should be located to the rear of buildings, subterranean, or in parking structures.*

2) *Rear parking lots should be designed and located contiguously so vehicles can travel from one private parking lot to the other without having to enter the street. This may be achieved with reciprocal access agreements.*

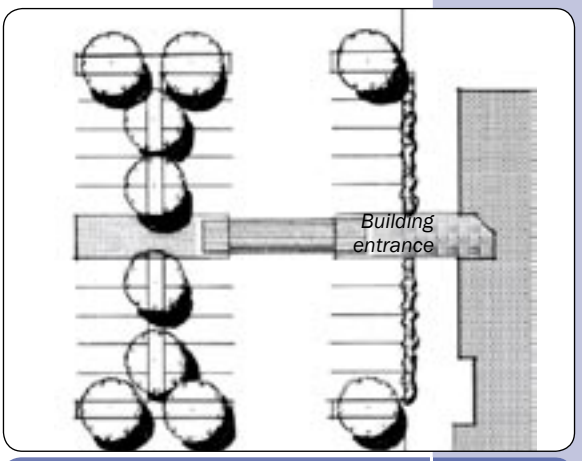
3) *Locate rear parking lot and structure entries on side streets or alleys in order to minimize pedestrian/vehicular conflicts along Third Avenue and F Street.*

4) *Create wide, well-lit pedestrian walkways from parking lots to building entries that utilize directional signs.*

Storefronts and building entries should face the street — Fg. 7.10



Rear parking lots should be contiguous — Fg. 7.11



Link parking areas to major building rear entrances using textured paving — Fg. 7.12

e. Refuse, Storage, and Equipment Areas

1) Trash storage must be fully enclosed and incorporated within the main structures or separate freestanding enclosures (CVMC 19.58.340). Where practical, storage at each unit is preferred over common enclosures. Trash storage cannot be placed under stairways.

2) All trash and garbage bins should be stored in an approved enclosure.

3) Trash enclosures should allow convenient access for commercial tenants. Siting service areas in a consolidated and controlled environment is encouraged.

4) Trash enclosures should be located away from residential uses to minimize nuisance for the adjacent property owners. The enclosure doors should not interfere with landscaping, pedestrian, or vehicle path of travel.

5) Trash enclosures should be architecturally compatible with the project. Landscaping should be incorporated into the design to screen the enclosure from public view and deter graffiti.

6) Refuse storage areas that are visible from an upper story of adjacent structures should provide an opaque or semi-opaque horizontal cover/screen to reduce unsightly views. The screening should be compatible with the design of adjacent development.

7) Refuse containers and service facilities should be screened from view by solid masonry walls with wood or metal doors. Use landscaping (shrubs and vines) to screen walls and help deter graffiti.

8) *All mechanical equipment, whether mounted on the roof, side of a structure, or on the ground shall be screened from view (CVMC 15.16.030). Utility meters and equipment should be placed in locations which are not exposed to view from the street or should be suitably screened. All screening devices are to be compatible with the architecture, material and color of adjacent structures.*

f. Site Amenities

Site amenities help establish the identity of a commercial area and provide comfort and interest to its users. Individual site amenities within a commercial setting should have common features, such as color, material, and design to provide a cohesive environment and a more identifiable character.

1) Plazas and Courtyards

a) *Plazas and courtyards are strongly encouraged within commercial developments over two acres .*

b) *Physical access should be provided from shops, restaurants, offices and other pedestrian uses to plazas.*

c) *A majority of the gross area of the plaza should have access to sunlight for the duration of daylight hours.*

d) *Shade trees or other elements providing relief from the sun should be incorporated within plazas.*

e) *Entries to the plaza and storefront entries within the plaza should be well lighted.*

f) *Architecture, landscaping elements, and public art should be incorporated into the plaza design.*

g) *Plazas and courtyards should include a focal element of sculpture and/or water feature, simple plants and simple sitting niches.*

h) *Seating should be provided in plazas. Where applicable, plaza users should be provided with a choice between active and passive seating.*

i) *Courtyards should be designed to provide both visibility and separation from the street, parking areas, or drive aisles.*

2) Site Furniture

a) *Paving and furniture should complement public streetscape elements when appropriate.*

b) *Site furnishings should not create pedestrian/vehicular conflicts.*

c) *Bicycle racks should be selected that are durable and consistent with other streetscape furnishings.*

d) *Based on their performance, "loop rack" and "ribbon bar" bicycle racks are recommended.*

e) *The design of newspaper boxes should be consolidated into one rack. Racks should be attractive on all sides.*

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4. Architectural Guidelines

a. Introduction

The design of an infill building in the Village, particularly its front facade, should be influenced by historically significant facades on the street but should not attempt to copy them. The contemporary infill structure should be compatible with specific plan zoning regulations in terms of height, facade rhythm, placement of doors and windows, color and use of materials without necessarily duplicating a "dated" architectural style from the past.

Structures that integrate a mix of uses and vary heights are encouraged — Fg. 7.13

b. Building Height, Form, and Mass

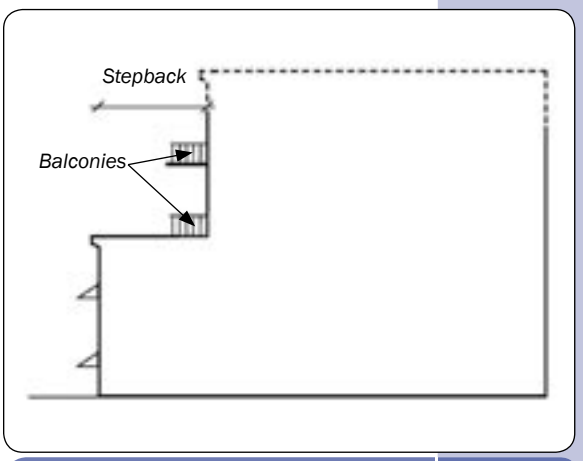
1) *Multiple-use structures, with retail on lower floors and residential or non-retail commercial on upper floors, are required along Third Avenue and encouraged elsewhere within the Village District.*

2) *Horizontal building stepbacks are encouraged to provide building articulation , terrace space and other elements to soften building facades. If a mid-rise building is located on a corner site, increased stepbacks from the street wall are encouraged along both streets. Please also refer to Chapter VI – Land Use and Development Regulations for regulations regarding required minimum building stepbacks for specific subdistricts within the Specific Plan.*

3) *Building heights should vary and enhance public views, and provide adjacent sites with maximum sun and ventilation and protection from prevailing winds.*

4) *Exceptions to building height may be provided pursuant to 19.16.040.*

5) *Whenever a proposed infill building is adjacent to a designated historic structure,*



Building stepbacks are encouraged — Fg. 7.14

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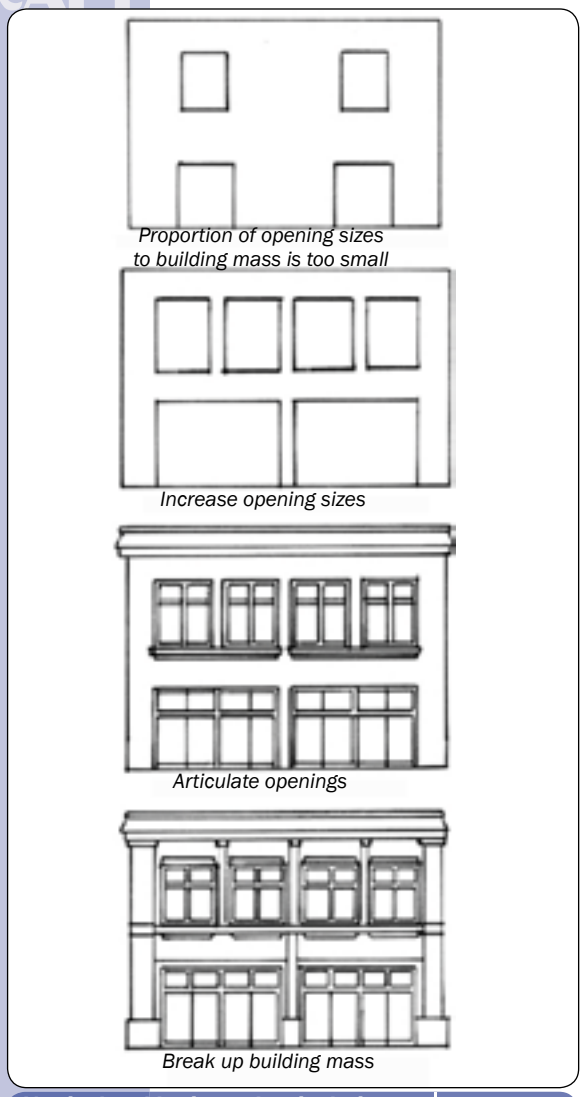

Vertical and horizontal articulation make buildings appear smaller in scale **Fg. 7.15**

Upper stories should have smaller window openings than the street level **Fg. 7.16**

consideration should be given to proposed building height, mass and form to minimize effects on the historic structure.

c. Facades and Rhythm

New structures should reflect the established scale and rhythm suggested by the regulations contained herein and the traditional lot pattern.

1) *The characteristic proportion (relationship of height to width) of existing facades should be reflected in new infill development.*

2) *Building facades should be detailed in such a way as to make them appear smaller in scale. The smaller scale can be achieved through vertical and horizontal articulation such as:*
   - *breaks (reveals, recesses) in the surface of the wall itself;*
   - *placement of window and door openings; or*
   - *the placement of bay windows, balconies, awnings, and canopies.*

3) *Bay windows and balconies that provide usable and accessible outdoor space for residential uses are strongly encouraged and may encroach on the public right-of-way, consistent with City policy.*

4) *Whenever a proposed infill building is wider than the existing facades on the street, the infill facade should be broken down into a series of appropriately proportioned "structural bays" or components such as a series of columns or masonry piers to frame window, door and bulkhead components.*

5) *The predominant difference between upper story openings and street level storefront openings (windows and doors) should*

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be maintained. Typically, there is a much greater window area (70%) at the storefront level for pedestrians to have a better view of the merchandise displayed. In contrast, upper stories have smaller window openings (approximately 40%).

6) *Whenever an infill building is proposed that has two adjacent commercial structures, every attempt should be made to maintain the characteristic rhythm, proportion, and spacing of existing door and window openings.*

7) *Whenever an infill building is proposed, identify the common horizontal elements (e.g. cornice line, window height/width and spacing) found among neighboring structures and develop the infill design utilizing a similar rhythm or alignment.*

8) *Cornice lines of new buildings (a horizontal rhythm element) should transition with buildings on adjacent properties to avoid clashes in building height.*

9) *If maintaining a horizontal rhythm or alignment as a result of infill construction is not feasible, the use of canopies, awnings, or other horizontal devices should be included to maintain a (shared) horizontal storefront rhythm.*

Architectural details help maintain horizontal rhythm along the street **Fg. 7.17**

d. *Architectural Photographic Essay*

The following pages provide photos illustrating appropriate architectural bulk and massing within the Village. These photos show buildings with lower floors that are located at the front setback line and upper floors that step back from the street.

Upper floors step back from the street

Fg. 7.18

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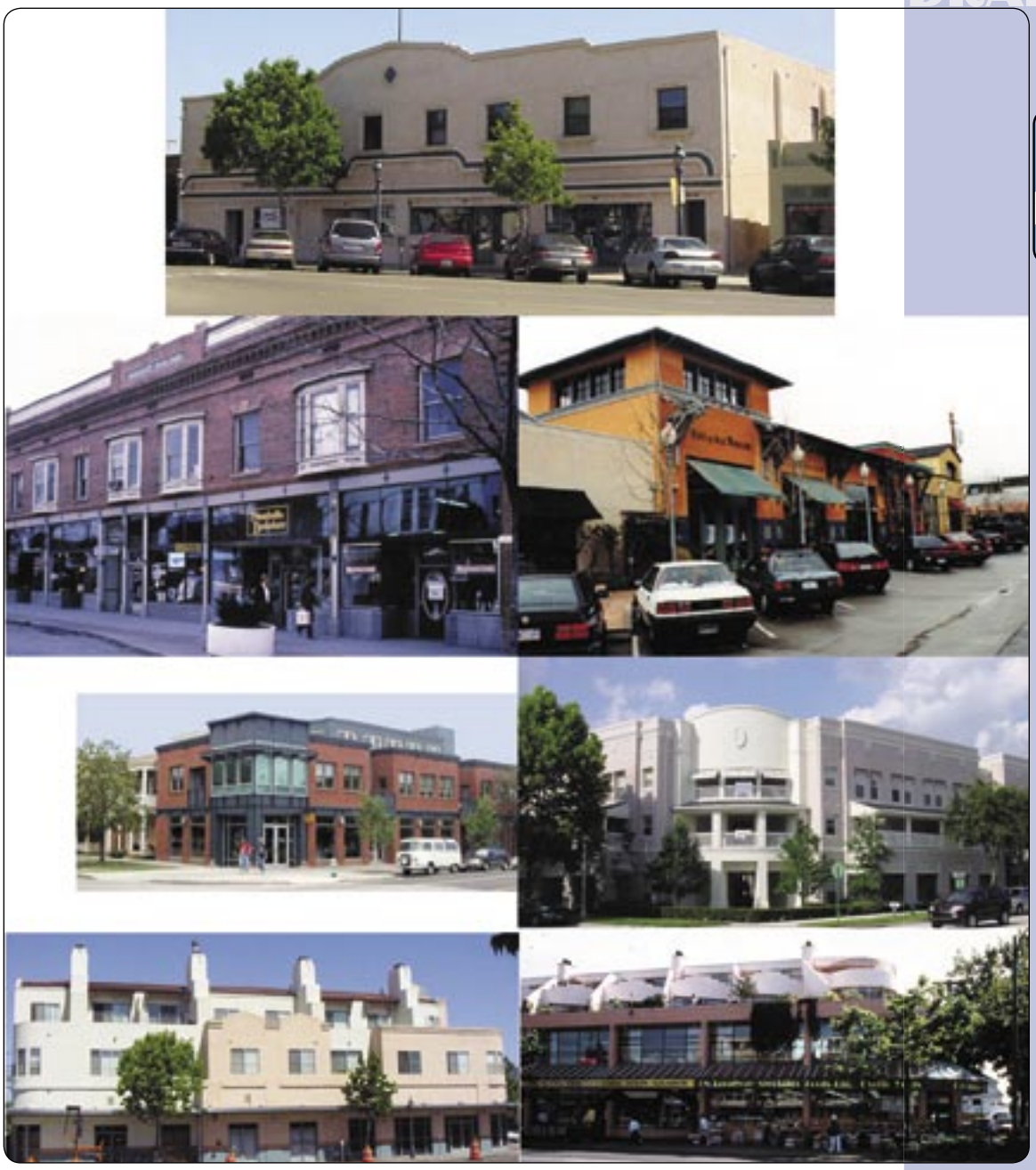

Buildings have lower floors that are located at the front setback line

Fg. 7.19

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Materials such as wood provide visual appeal

Fg. 7.20

e. Building Materials and Colors

Building Materials

The complexity of building materials should be based on the complexity of the building design. More complex materials should be used on simpler building designs and vice versa. In all cases, storefront materials should be consistent with the materials used on the applicable building and adjacent buildings. The number of different wall materials used on any one building should be kept to a minimum, ideally two. The following materials, including but not limited to, are considered appropriate for buildings within the Village:

1) Approved Exterior Materials

Walls

- *Metal*
- *Stucco (smooth or textured)*
- *Smooth block*
- *Granite*
- *Marble*
- *New or used face-brick*
- *Terra Cotta*

Accent Materials

Accent materials should be used to highlight building features and provide visual interest. Accent materials may include one of the following:

- *Wood*
- *Glass*
- *Glass block (storefront only)*
- *Tile (bulkhead)*
- *New or used face-brick*
- *Concrete*
- *Stone*
- *Copper*
- *Cloth Awnings*
- *Plaster (smooth or textured)*
- *Painted Metal*
- *Wrought Iron*
- *Cut stone, rusticated block (cast stone)*
- *Terra cotta*

Rooftops

- *Standing seam metal roofs*
- *Class "A" composition roof shingles (residential application only)*
- *Crushed stone*
- *Built up roof system*
- *Tile*
- *Green roofs*

2) Prohibited Exterior Materials

Walls

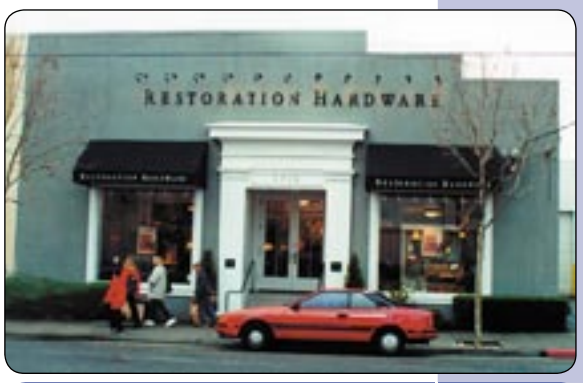
- *Reflective or opaque glass at ground floor*
- *Imitation stone (fiberglass or plastic)*
- *"Lumpy" stucco*
- *Rough sawn or "natural" (unfinished) wood*
- *Pecky cedar*
- *Used brick with no fired face (salvaged from interior walls)*
- *Imitation wood siding*
- *Plastic panels*

3) Discouraged Exterior Materials

- *Heavily tinted glass*
- *Vinyl siding*

4) Exterior Color

a) It is not the intent of these guidelines to control color, however several general guidelines should be applied:
  - *use subtle/muted colors on larger and plainer buildings;*
  - *use added colors and more intense colors on small buildings or those with elaborate detailing;*
  - *encourage contrasting colors that accent architectural details;*
  - *encourage colors that accent entrances;*
  - *in general, no more than three colors should be used on any given facade, including "natural" colors such as unpainted brick or stone.*



Contrasting colors should accent entrances and architectural details **Fg. 7.21**

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"Natural" materials such as brick are encouraged — Fg. 7.22

- *avoid using more than one vivid color per building; and*
- *avoid using colors that are not harmonious with colors found on adjacent buildings.*

b) Light colored base walls of buildings and other large expanses are encouraged. Soft tones ranging from white to very light pastels are required. Neutrals such as off-white, beige and sand are also acceptable colors.

c) Finish material with "natural" colors such as brick, stone, copper, etc., should be used where practicable.

d) Exposure to the amount of sunlight can change the appearance of a paint color; therefore, paint chips should be checked on both sunny and cloudy or foggy days.

e) The orientation of a building (north, east, south, west) affects the appearance of colors. Colors on south and west facades appear warmer than if placed on north or east sides.

f. Arches

1) Arches provide a dramatic architectural element on many buildings in the Village, particularly in the Civic Center area. Arches should be semi-circular or slightly flat. Parabolic arches are discouraged.

2) Care must be taken that arches appear authentic. The integrity of an arch is lost when its mass is not proportional to its size. Columns must relate in scale to that portion of the building that they visually support.

3) Columns should be square, rectangular or round, and appear massive in thickness. The use of capitals and column bands are strongly encouraged.

Arches should be semi-circular and relate to the scale of the building — Fg. 7.23

4) *A base should be incorporated at the bottom of the column. The column height should be four to five times the width of the column.*

5) *To enhance the pedestrian realm, arcades, arches, and canopies are encouraged along west and south facing facades.*

g. Roofs and Upper-Story Details

1) *No roofline ridge or parapet should run unbroken for more than 75 feet. Vertical or horizontal articulation is required.*

2) *The visible portion of sloped roofs should be sheathed with a roofing material complementary to the architectural style of the building and other surrounding buildings.*

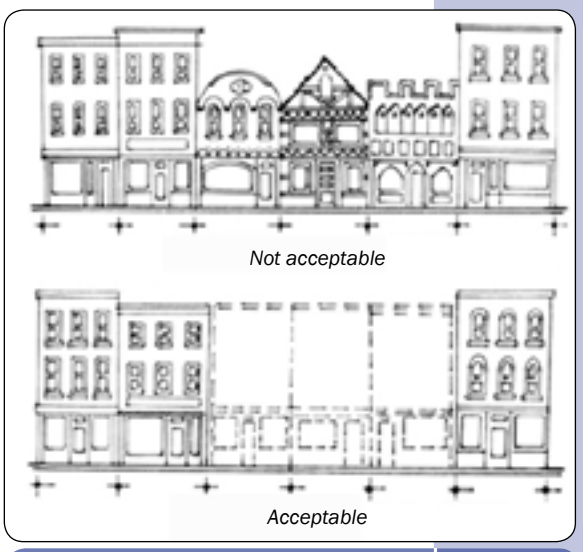
3) *Radical roof pitches that create overly prominent or out-of-character buildings such as A-frames, geodesic domes, or chalet-style buildings are not allowed.*

4) *Access to roofs should be restricted to interior access only.*

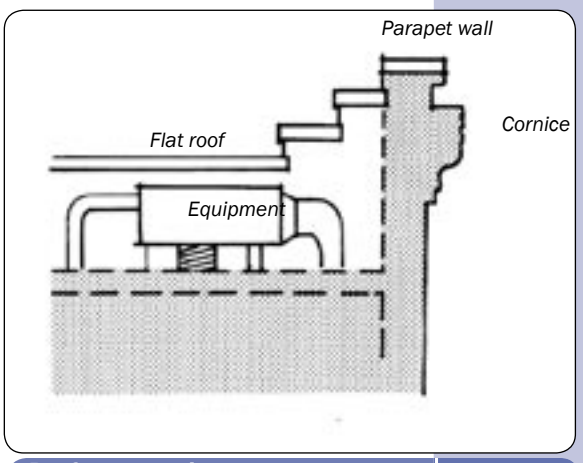
5) *Rooftops can provide usable outdoor space in both residential and commercial developments.*

6) *Roof-mounted mechanical equipment should be screened by a parapet wall or similar structural feature that is an integral part of the building's architectural design.*

7) *Building vertical focal elements are encouraged, especially at key intersections such as Third Avenue and E Street, which are primary entrances to the Village District. Towers, spires, or domes become landmarks and serve as focal/orientation points for the community.*



Roofs on infill buildings should complement existing structures — **Fg. 7.24**



Rooftop screening — **Fg. 7.25**

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Features such as fountains attract pedestrians | Fg. 7.26

h. Plazas and Paseos

Plazas and paseos are a vital component of the Village district and pedestrian activity is critical to the success of both areas. The broad sidewalks along Third Avenue provide the primary plaza and pedestrian zone within infill development off of Third Avenue.

1) Plazas and paseos should contain a visual and somewhat audible feature such as a sculpture, fountain, or a display pond that attracts pedestrians and serves as a landmark.

2) Any decorative paving used in plaza and paseo areas should complement the paving pattern and color of the pavers used in the public right-of-way.

3) Furniture and fixtures used in the plaza and paseo areas should complement those in the public right-of-way. Furniture and fixtures should be selected with maintenance consideration in mind.

4) Ample seating in both shaded and sunny locations should be provided in plaza and paseo areas.

5) Link plazas and paseos to green spaces such as Memorial Park where feasible

Paseos encourage pedestrian activity throughout the Village | Fg. 7.27

i. Franchise/Corporate Business

1) Architecture

a) The scale, design character, and materials of franchise/corporate architecture should be consistent with adjacent buildings. Natural materials, such as brick, stone, or copper, should be used where applicable.

Franchise/corporate buildings should complement surrounding buildings | Fg. 7.28

2) Color and Lighting

The color(s) used by franchise/corporate buildings should be considered carefully since they may be inappropriate within the Village. Below are standards that should be considered when addressing appropriate color(s) and lighting:

a) *Use colors that complement colors found on adjacent buildings or in the Village area.*

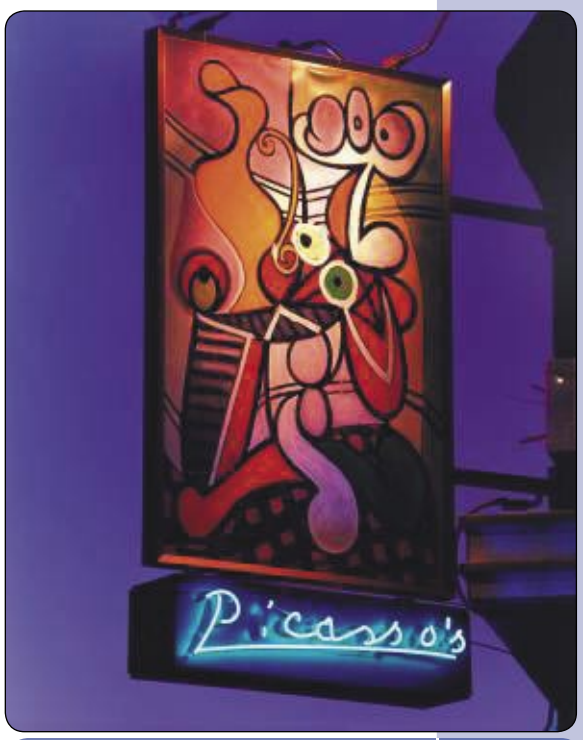
b) *Franchise/corporate colors should be consistent with the architectural style or period of the building.*

c) *Bright or intense colors are strongly discouraged, unless used on appropriate architectural styles and reserved for more refined detailing and transient features.*

d) *The use of symbols and logos can be utilized in place of bright or intense corporate colors.*

e) *Lighting of logos should be compatible with the primary building and respect adjacent buildings. Bright and intense lighting is strongly discouraged.*

f) *Neon outlining should be consistent with the architectural style or period of the building and should be reserved for detailing and transient features. The use of bright and intense neon outlining of windows is strongly discouraged.*



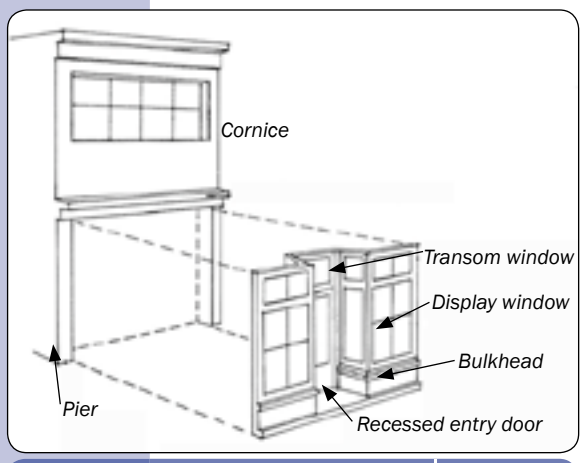
Neon should be used sparingly and be reserved for detailing

Fg. 7.29

5. Storefront Design Guidelines

a. Introduction

The storefront is only one of the architectural components of the commercial facade, but it is the most important visual element for a building in the Village. It traditionally experiences the greatest degree of change during a building's lifetime and further holds the greatest potential for creative or poor alterations affecting both the character of the building and the streetscape. Traditional storefronts are comprised of a few decorative elements other than simple details that repeat across the face of the building (e.g., structural bays containing window and door openings, continuous cornice line, transoms, bulkheads) and integrate the storefront into the entire building facade. Windows and facades that are open to the public realm are also encouraged to take advantage of the nice climate.



Storefront components **Fg. 7.30**

b. Storefront Composition

1) Entries and Doorways

a) *The main entry to buildings in the Village should be emphasized by utilizing one or more of the following design elements or concepts:*
   - *Flanked columns, decorative fixtures or other details, including a recessed entryway within a larger arched or cased decorative opening. The recessed entryway should be continuously and thoroughly illuminated.*
   - *Entryways should be covered by a portico (formal porch) projecting from or set into the building face, and distinguished by a change in roofline, a tower, or a break in the surface of the subject wall.*

b) *Height exceptions may be allowed consistent with CVMC 19.16.040.*

c) *All entryways should be equipped with a lighting device providing a minimum*

maintained one foot-candle of light at ground level during hours of darkness. Vandal resistant covers should protect lighting devices.

2) Awnings and Canopies

Awnings, canopies, and other accessory shade structures that are relatively open and do not restrict pedestrian or vehicular movement may encroach over the right-of-way. Awnings provide excellent opportunities for color and visual relief as well as protection for buildings and pedestrians from the sun and rain. They add pedestrian scale and visual interest to the storefront design. The following criteria should be considered when using awnings:

a) The most purposeful awnings are retractable.

b) Awning shape should relate to the window or door opening. Barrel-shaped awnings are only to be used to complement arched windows, while square awnings should be used on rectangular windows.

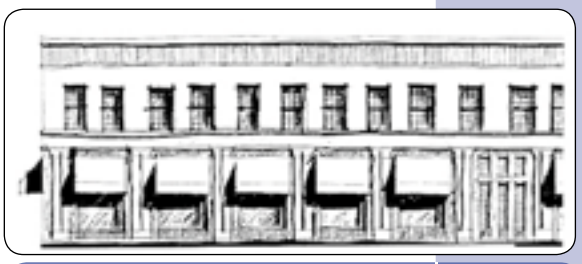
c) Awnings should consist of a durable, commercial grade fabric, canvas or similar material.

d) Frames and supports should be painted or coated to prevent corroding.

e) Awnings should have a single color or two-color stripes. Lettering and trim utilizing more colors is permitted, but will be considered as a sign area.

f) Where the facade is divided into distinct structural bays, awnings should be placed between the vertical elements rather than overlapping them. The awning design should respond to the scale, proportion and rhythm created by these structural bay elements and "nestle" into the space created by the structural bay.

Awnings add pedestrian scale and comfort — Fg. 7.31



Shed awnings are consistent with rectilinear building forms — Fg. 7.32

g) *Glossy, shiny plastic, or similar awning materials are not permitted.*

h) *Aluminum awnings or canopies do not fit the atmosphere of the Village and are not permitted.*

3) Storefront Accessories and Other Details

There are a number of design elements that may be incorporated into the building design, especially at street level, in order to add to the experience of the pedestrian while meeting important functional needs as well. The following storefront accessories and details are recommended:

a) *Grillework/Metalwork and Other Details*

There are a number of details, often considered mundane, that may be incorporated into the design to add visual richness and interest while serving functional needs. Such details include the following items:

- *light fixtures, wall mounted or hung with decorative metal brackets;*
- *metal grille work, at vent openings or as decorative features at windows, doorways, or gates;*
- *decorative scuppers, catches, and down-spouts;*
- *balconies, rails, finials, corbels, and plaques;*
- *flag or banner pole brackets;*
- *fire sprinkler stand pipe enclosures and hose bib covers, preferably of brass; and*
- *permanent, fixed security grates or grilles in front of windows are strongly discouraged. If security grilles are necessary, they should be placed inside the building, behind the window display area.*

Light fixtures can enhance a storefront **Fg. 7.33**

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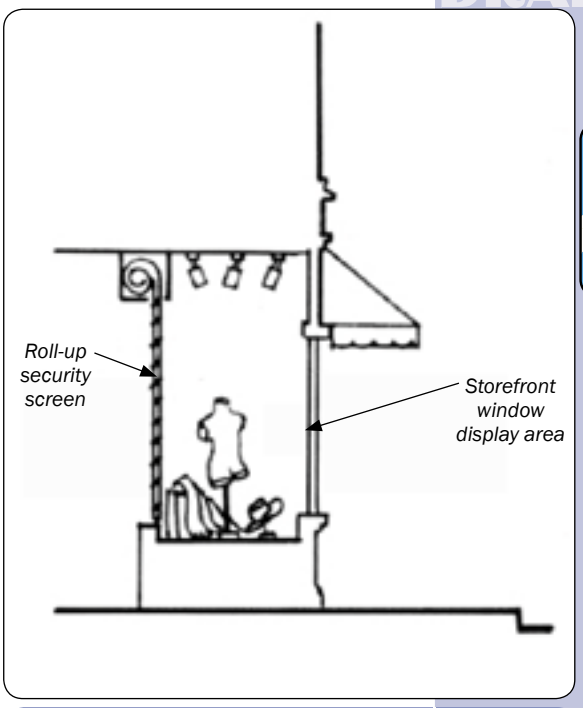
b) *Door and Window Design*

- *Doors can be accentuated with simple details such as a handsome brass door pull, brass kickplate, or an attractive painted sign on glass (limited to 15% of door glass area).*
- *Doors to retail shops should contain a high percentage of glass in order to view the retail contents. A minimum of a 50% glass area is required.*
- *Use of clear glass (at least 88% light transmission) on the first floor is required.*
- *Traditional storefront windows should be no closer than 18 inches from the ground (bulkhead height). By limiting the bulkhead height, the visibility to the storefront displays and retail interior is maximized. Maximum bulkhead heights for new construction should be 36 inches.*



Security features should be placed behind the window display area **Fg. 7.34**

c) *Side and Rear Entrances*

- *Signs should be modestly scaled to fit the casual visual character of the plaza, paseo, alley, or rear parking area.*
- *An awning can soften rear and side facades and provide a pleasant protected space.*
- *The rear and side entry door design should be compatible with the front door. Special security glass (i.e. wire imbedded) is allowed.*
- *Security lighting should be modest and should focus on the side or rear entry door.*
- *Selective use of tree planting, potted plants, and other landscaping complementary to the overall design theme should be used to improve a side and rear facade.*

Side and rear entry treatments should reflect the front facade treatment **Fg. 7.35**

c. *Storefront Photographic Essay*

The following photographic essay includes photos of storefronts that would be appropriate for the Village. While these photos provide a variety of storefront styles, this essay is not intended to be exhaustive. Creative use of storefront components is encouraged.

Appropriate storefront examples **Fg. 7.36**

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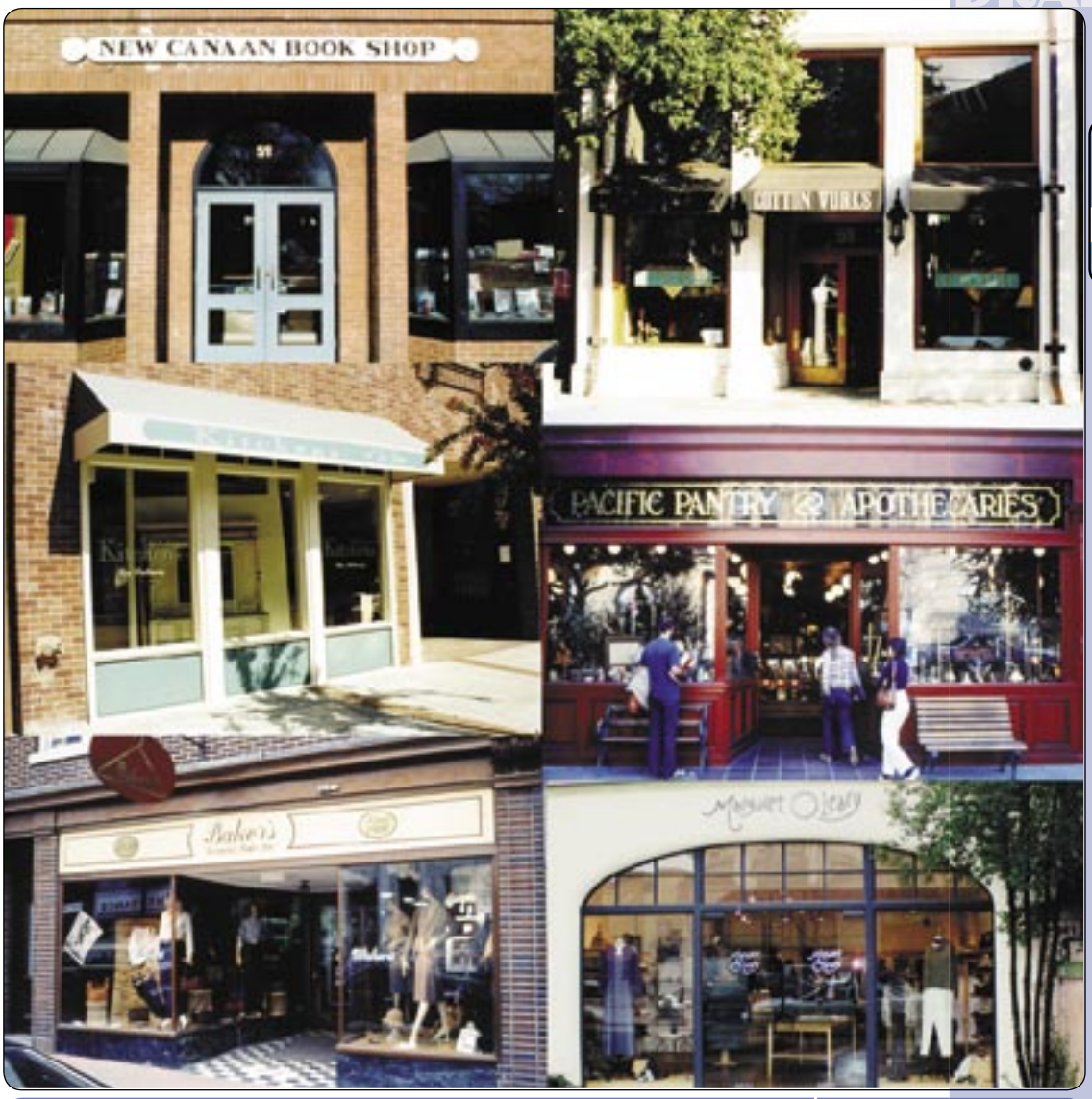


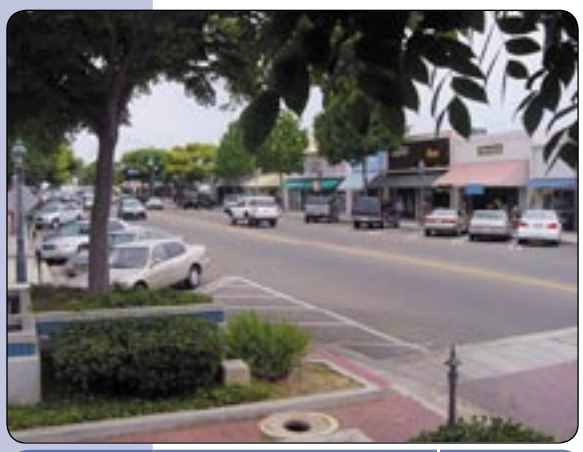
Appropriate storefront examples **Fg. 7.37**

6. Building Additions and Renovation Guidelines

a. Introduction

The renovation/restoration of older commercial structures provides an excellent means of maintaining and reinforcing the traditional character of the Village. Renovation and expansion not only increases property values in the area but also serves as an inspiration to other property owners and designers to make similar efforts.

When an applicant proposes a renovation of or addition to an existing structure, the work should respect the original design character of the structure. The appropriate design guidelines in this section are to be implemented whenever a structure is to be renovated or expanded. In addition, renovation of all structures of historic significance should follow The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings, published by the U.S. Department of the Interior, National Park Service (Available on the web at: http://www.cr.nps.gov/hps/tps/tax/rhb) If the City were to become a Certified Local Government, the implementation procedures should be applied as appropriate to new infill development in the Village.



Building renovation and restoration can enhance the Village's character — Fg. 7.38

b. Preserve Traditional Features and Decoration

Existing materials, details, proportions, as well as patterns of materials and openings should be considered when any additions or building renovations would affect the appearance of an existing building's exterior.

Many times during the remodeling of storefronts, original decorative details are intact as visual "leftovers" or simply covered up with previous construction. If the building is to be refurbished, these forgotten details should not be wasted. If enough of them remain, they can be restored as

Every effort should be made to preserve traditional storefront details — Fg. 7.39

part of the original design. If only a few remain, they can be incorporated as design features in a new storefront. In either case, the design of any improvements should evolve through the remaining traditional details and create a harmonious background that emphasizes the improvements.

All existing historic decorations should be preserved since they reinforce the Village's traditional character and adds a richness of detail that is often irreplaceable at today's costs.

c. Removal of Elements Inconsistent with Original Facade

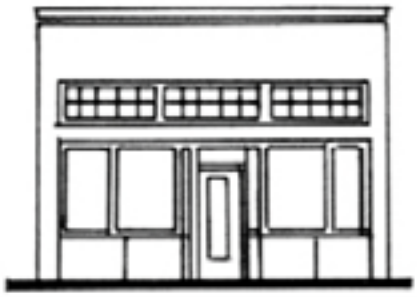
Owners or shopkeepers alter buildings over time in an effort to "keep up with changing times" or to "update a tired image." Unfortunately, such changes often result in gradual but severe erosion of the original character and cohesion of the core area. Restoration of buildings that have been substantially or carelessly altered is strongly encouraged.

Existing building elements that are incompatible with the original facade design of the building should be removed. These include excessive use of exterior embellishments and "modernized" elements such as metal grilles or rusticated materials.

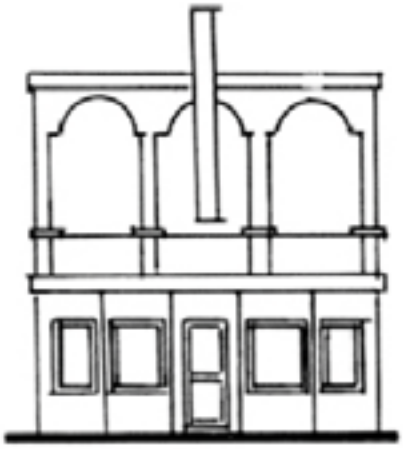
d. Storefront Renovation

1) An original storefront with little or no remodeling should be preserved and repaired with as little alteration as possible.

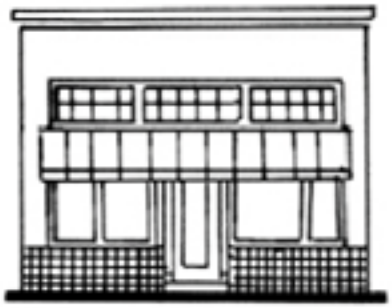
2) Where only part of the original storefront remains (limited remodeling has occurred), the storefront should be repaired, maintaining historic materials where possible, including the replacement of extensively deteriorated or missing parts with new parts based upon



Existing original facade



Existing "modernized" facade



Restoration of original storefronts is strongly encouraged **Fg. 7.40**

surviving examples of transoms, bulkheads, pilasters, signs, etc.

3) *Where the original storefront is completely missing (extensive remodeling has occurred), the first priority is to reconstruct the storefront based upon historical, pictorial and physical documentation. If that is not practical, the design of the new storefront should be compatible with the size, scale, proportion, material and color of the existing structure.*

e. Window Replacement

The impact of windows on the facade is determined by the size, shape, pattern of openings, spacing, and placement within the facade. To retain the structure's original architectural balance and integrity, it is crucial to consider these elements when altering or reconstructing windows.

Windows are critical to establishing the pattern of a traditional storefront **Fg. 7.41**

1) *Wherever possible, the original window openings should be retained. If the existing ceiling has been lowered, the dropped ceiling should be pulled back from the original window.*

2) *If possible, the original windows and frames should be saved and restored. Missing, rotting or broken sash, frames, mullions and muntins with similar material should be replaced.*

3) *Where transom windows exist, every effort should be made to retain this traditional storefront feature. If the ceiling inside the structure has been lowered, the ceiling should be sloped up to meet the transom so that light will penetrate the interior of the building.*

Transom windows increase the amount of natural light inside **Fg. 7.42**

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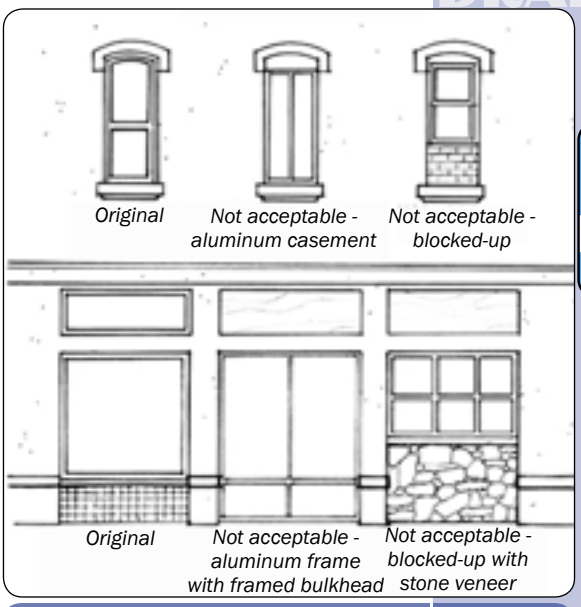
4) *If the original window openings have been altered, the openings to their original configuration and detail should be restored. Blocking or filling window openings that contribute to the overall facade design should be avoided.*

5) *When replacing windows, consideration should be given to the original size and shape detailing and framing materials. Replacement windows should be the same operating type and materials as the original window.*



Window openings should be restored to the original configuration and detail **Fg. 7.43**

f. Door Replacement

1) *Original doors and door hardware should be retained, repaired and refinished provided they can comply with ADA requirements.*

2) *If new replacement doors are necessary, they should be compatible with the traditional character and design of the structure.*

g. Awnings

1) *Original awning hardware should be used if it is in working order or is repairable.*

2) *The traditional canvas, slanted awning is most appropriate for older storefronts and is encouraged over contemporary hooped or box styles.*

Traditional storefronts typically employ slanted awnings **Fg. 7.44**

h. Painting

Painting can be one of the simplest and most dramatic improvements that can be made to a facade. It gives the facade a well-maintained appearance and is essential to the long life of many traditional materials.

1) *All the facade materials to be painted should be catalogued. Materials of different properties may require different paints or procedures. Consult a local expert for advice.*

2) *Any necessary repairs should be made to surfaces before painting (e.g., replace rotten wood, repoint masonry mortar joints, remove rust from metal).*

3) *Each surface should be carefully prepared according to the manufacturer's instructions. This will include scraping, sanding, and thorough cleaning. This surface preparation is an extremely important step toward a good finish job.*

4) *Paint should be applied per the manufacturer's instructions. Paint only in satisfactory weather and use a primer as a first coat for better surface adhesion. Follow with two coats of the final color.*

i. Repair and Cleaning

1) *Surface cleaning should be undertaken with the gentlest means possible. Sandblasting and other harsh cleaning methods that may damage historic building materials is not permitted.*

2) *Waterproofing and graffiti proofing sealers should be used after cleaning and repair.*

j. Seismic Retrofitting

Where structural improvements for seismic retrofitting affect the building exterior, such improvements should be done with care and consideration for the impact on appearance of the building. Where possible, such work should be concealed. Where this is not possible, the improvements should be planned to carefully integrate into the existing building design.

Seismic improvements should receive the same care and forethought as any other building modification. An exterior building elevation may be required with seismic retrofit submittals, showing the location and appearance of all such improvements.

7. Landscape Guidelines

a. *Landscape plans should consider the scale and mass of a building and its relationship to the scale of the street and neighboring properties.*

b. *Emphasis should be placed on California and Mediterranean landscaping. Indigenous, ornamental planting, vines, flowering plants, arbors, trellises and container planting are encouraged.*

c. *Expansive horizontal or vertical surfaces comprised of a single material can be segmented or interrupted with vines or foliage. Vines can be used to dramatize a building's architecture or soften hard materials. Vines can also be used to enhance or screen fences and trash enclosures.*

d. *Courtyards, gardens, and fountains are very desirable in the Village. Landscaping within courtyards should include a balance of hardscape and softscape materials and provide shaded seating areas.*

e. *Boxed and container plants in decorative planters of ceramic, terra cotta, wood, or stucco should be used to enhance public areas in the Village.*

f. *Large planters may also be incorporated into seating areas. Such planters should be open to the earth below and be provided with a permanent irrigation system.*

g. *All trees in paved areas should be provided with "Deep Root" barriers automatic irrigation and metal grates.*

h. *Freestanding planters may also be incorporated into public spaces. Size, shape, color, and texture should complement the overall design theme. Such planters should be provided with a permanent irrigation system.*

Courtyards should include both hardscape and softscape materials — Fg. 7.45

Landscaping is critical to creating a pedestrian-friendly atmosphere — Fg. 7.46

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8. Lighting

a. *Specialty lighting in trees near or within outdoor patios and restaurants helps create a festive atmosphere and encourages nighttime use by pedestrians.*

b. *All exterior doors, aisles, passageways and recesses should be equipped with a lighting device providing a minimum maintained one foot-candle of light at ground level during hours of darkness. Vandal resistant covers should protect lighting devices.*

c. *Decorative accent lighting and fixtures above the minimum one foot-candle illumination levels of surrounding parking lots should be provided at vehicle driveways, entry throats, pedestrian paths, plaza areas, and other activity areas.*

d. *Lighting fixtures should be attractively designed to complement the architecture of the project.*

e. *Lighting should improve visual identification of residences and businesses and create an inviting atmosphere for passersby.*

f. *Lighting sources should be shielded, diffused or indirect to avoid glare for pedestrians and motorists.*

g. *Wall mounted lights should be used to the greatest extent possible to minimize the total number of freestanding light standards.*

h. *Lighting should encourage the use of open spaces and plazas.*

Outdoor lighting can highlight significant features **Fig. 7.47**

Light fixtures should be located in plazas and other activity areas **Fig. 7.48**

9. Parking and Circulation

a. Introduction

The following factors should be considered in the design and development of off-street parking in pedestrian-oriented areas:

- *ingress and egress with consideration to possible conflicts with vehicular and pedestrian traffic;*
- *pedestrian and vehicular conflicts within parking lots and structures;*
- *reinforcing the street edge and a pedestrian environment;*
- *on-site circulation and service vehicle zones;*
- *overall configuration and appearance of the parking area;*
- *minimizing opportunities for crime and undesirable activities through natural surveillance, access control and activity support;*
- *shading parking lots by means of canopy trees and other landscaping; and*
- *creating a sense of spatial organization and experiential meaning through the layout of the design of parking lots and structures.*

Parking lot design should address possible vehicle-pedestrian conflicts — Fg. 7.49

b. General Considerations

1) *Shared parking is strongly encouraged whenever practical.*

2) *Parking areas should be separated from buildings by a landscaped strip. Conditions where parking stalls directly abut buildings should be avoided.*

3) *Lighting, landscaping, hardscape, fencing, parking layout and pedestrian paths should all assist drivers and pedestrians in navigating through parking lots and structures.*

4) *Bicycle parking should be provided at each development and should be easily accessible and integrated into the overall site design.*

Shade is an important feature of parking areas — Fg. 7.50

5) *Parking structures below or above ground level retail or commercial uses are encouraged since they allow for pedestrian activity along the street while providing parking convenient to destinations within the Village.*

Parking structures should be integrated with commercial uses **Fig. 7.51**

c. Access and Entries

1) *Locate parking area entries on side streets or alleys to minimize pedestrian/vehicular conflicts along Third Avenue and F Street.*

2) *Parking lots and structures adjacent to a public street should provide pedestrians with a point of entry and clear and safe access from the sidewalk to the entrance of the building(s).*

3) *Pedestrian and vehicular entrances must be clearly identified and easily accessible to create a sense of arrival. The use of enhanced paving, landscaping, and special architectural features and details is required.*

Features such as a trellis can accent a pedestrian entrance **Fig. 7.52**

4) *Where possible, use alleys or side streets for access to parking areas. The use of alleys for parking access must be balanced with other common uses of alleys, including service, utilities, and loading and unloading areas.*

d. Parking Lot Lighting

Lighting for a parking lot or structures should be evenly distributed and provide pedestrians and drivers with adequate visibility at night.

e. Circulation

1) *The layout of parking areas should be designed so that pedestrians walk parallel to moving cars.*

2) *Access by disabled persons should be incorporated into the overall pedestrian circulation system.*

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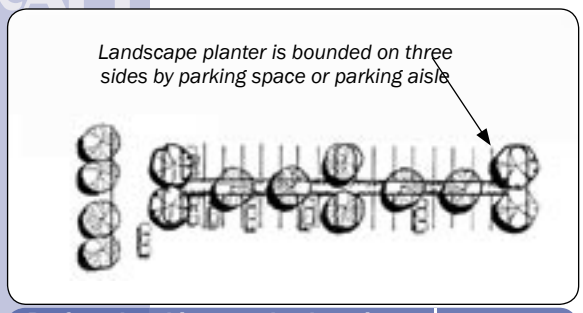
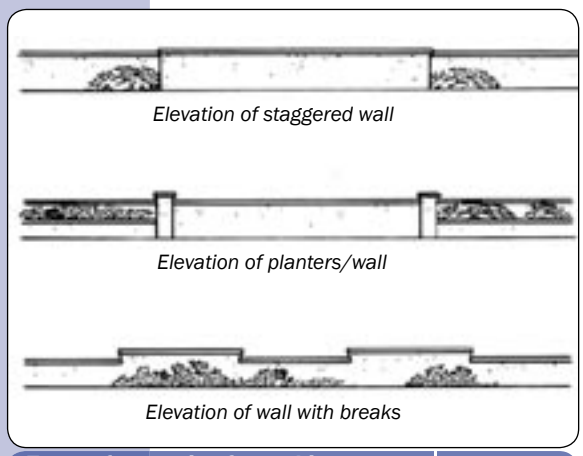


Preferred parking area landscaping — Fg. 7.53



Types of screening for parking areas — Fg. 7.54

Parking structures should complement surrounding structures — Fg. 7.55

f. Landscaping

1) *Surface parking facilities should be landscaped with the following objectives:*
   - *maximize distribution of landscaping;*
   - *promote compatibility and function as a "good neighbor;" and,*
   - *strive to achieve shade over 50 percent of the asphalt area within five years from time of installation.*

2) *Parking lots adjacent to a public side street should be landscaped to soften the visual impact of parked vehicles from the public right-of-way. Screening should consist of a combination of low walls (a maximum of three feet high) and landscape materials at the setback line.*

3) *A well thought-out selection and composition of hardscape materials can help order space and reinforce the relationship of the parking lot to its surroundings and to the buildings it serves. Entrance and exit areas, areas that are the central focus of the parking lot design, major axis and areas that act as forecourts for entrances may be suitable locations for special paving materials such as brick or stamped concrete.*

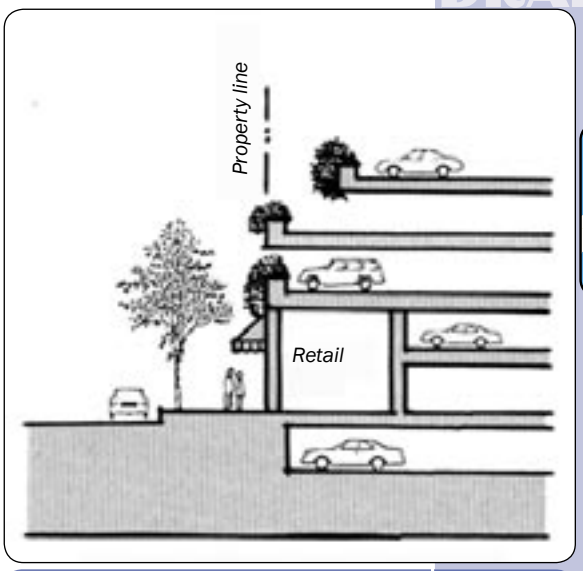
g. Structured Parking

1) *Due to the more intense nature of development in the Village, structured parking which promotes compatibility, safety and pedestrian activity is anticipated and encouraged.*

2) *Where structured parking is provided, the following design and operational features should be considered to optimize public safety:*
   - *the design of parking structures should permit maximum opportunities for natural surveillance into the structure;*
   - *the public realm begins where the stairs end in a structural parking and should be treated accordingly;*

- *where possible, elevators and stairs should be located on the perimeter of parking structures with natural surveillance from exterior public areas via glass-back elevators and glass at stairs and elevator lobbies;*
- *elevator lobbies and stairs in open parking garages should be open to the parking areas, except at roof levels where glass or other visually penetrable enclosures may be provided.*
- *elevator cabs should be provided with glass-back cabs where those elements are above grade;*
- *all parking structures should have lighting in conformance with IESNA (Illuminating Engineering Society of North America) standards;*
- *interior walls of parking structures should be painted a light color (e.g., white or light blue) to improve illumination;*
- *if applicable, the parking structure should be designed to integrate into existing or proposed developments to allow direct access from different levels;*
- *coordinated signs, color, or features between developments should be used for wayfinding purposes;*
- *signs should be posted to inform users whether security escort service is available;*
- *emergency buzzers and telephones should be installed in easily accessible places on each level, in elevators and in stairwells; and*
- *directional arrows and signs indicating exits, elevators, and emergency buzzers/ telephones should be visibly displayed on walls.*

3) *Activities such as shops, offices or other commercial space should be incorporated along the ground level of structured parking street frontage. In addition, parking structures should provide landscaping along blank walls on side streets and upper levels.*



Incorporate retail uses on the ground floor of parking structures **Fg. 7.56**

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Signs should accommodate pedestrians | Fg. 7.57

10. Signs

a. Introduction

In contrast to highway commercial areas, pedestrian oriented commercial areas such as the Village were designed to accommodate shoppers and residents strolling along sidewalks, and motorists driving at slower speeds. Considerations such as size, utility, location, lettering style, color and illumination are very important in designing an attractive, functional sign.

The guidelines that follow address these issues and others, and are intended to help business owners provide quality signs that add to and support the character of the Village District. They are not intended to supersede any existing City sign ordinances. All signs must comply with the regulations contained in the Chula Vista Municipal Code unless as indicated within the specific plan, in which case the specific plan will take precedence.

b. General Guidelines

1) Color and Contrast

Color and contrast are the most important aspects of visual communication and can be used to catch the eye or to communicate ideas or feelings. The following general guidelines should be considered prior to developing signs for any project.

a) Contrast is an important influence on the legibility of signs. Light letters on a dark background or dark letters on a light background are most legible.

b) Limit the total number of colors used in any one sign. Small accents of several colors may make a sign unique and attractive, but the competition between large areas of many different colors decreases readability.

Simple color schemes enhance a sign's readability | Fg. 7.58

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c) *Bright day-glo (fluorescent) colors are strongly discouraged. They are distracting and do not blend well with other background colors.*

d) *Sign colors should complement the colors used on the structures and the project as a whole.*

2) Materials

a) *The following materials are suitable for signs in the Village:*
   - *wood (carved, sandblasted, etched, and properly sealed, primed and painted, or stained);*
   - *metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against corrosion);*
   - *high-density pre-formed foam or similar material (New materials may be very appropriate if properly designed in a manner consistent with these standards and painted or otherwise finished to complement the architecture.); and*
   - *custom neon tubing in the form of graphics or lettering (may be incorporated into several of the above permitted sign types).*

b) *Sign materials should be compatible with the design of the facade.*

c) *The selected materials need to contribute to the legibility of the sign. For example, glossy finishes are often difficult to read because of glare and reflections.*

d) *Paper and cloth signs are appropriate for interior temporary use only.*

Colors on buildings and signs should be complementary **Fg. 7.59**

High-density pre-formed foam material can complement surrounding buildings **Fg. 7.60**

3) Sign Illumination

Illumination of a sign should be considered carefully. Like color, illumination has considerable value for visual communication.

a) First, consider if the sign needs to be lighted at all. Lights in the window display may be sufficient to identify the business. Often, nearby streetlights provide ample illumination of a sign after dark.

b) If the sign can be illuminated by an indirect source of light, this is usually the best arrangement because the sign will appear to be better integrated with the building's architecture. Light fixtures attached to the front of the structure cast light on the sign and the face of the structure as well.

Backlit letter signs are encouraged **Fg. 7.61**

c) Individually illuminated letters should be backlit. Signs comprised of individual letters mounted directly on a structure can often use a distinctive element of the structure's facade as a backdrop, thereby providing a better integration of the sign with the structure.

d) Whenever indirect lighting fixtures are used (fluorescent or incandescent), care should be taken to properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way.

e) Backlit plastic box signs are prohibited.

c. Private Wayfinding

Good sign design can be critical to helping people move easily through an unfamiliar environment. Private signs throughout the Village should be conspicuous, easy to read, and convey clear messages. As a result, visitors will enjoy their time in the Village and want to return.

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1) Sign Visibility

Signs should be free of any obstruction, such as landscaping, when viewed from different angles.

2) Sign Legibility

An effective sign should do more than attract attention; it should communicate its message. Usually, this is a question of the readability of words and phrases. The most significant influence on legibility is lettering.

a) Use a brief message whenever possible. Fewer words help produce a more effective sign. A sign with a brief, succinct message is easier to read and looks more attractive. Evaluate each word.

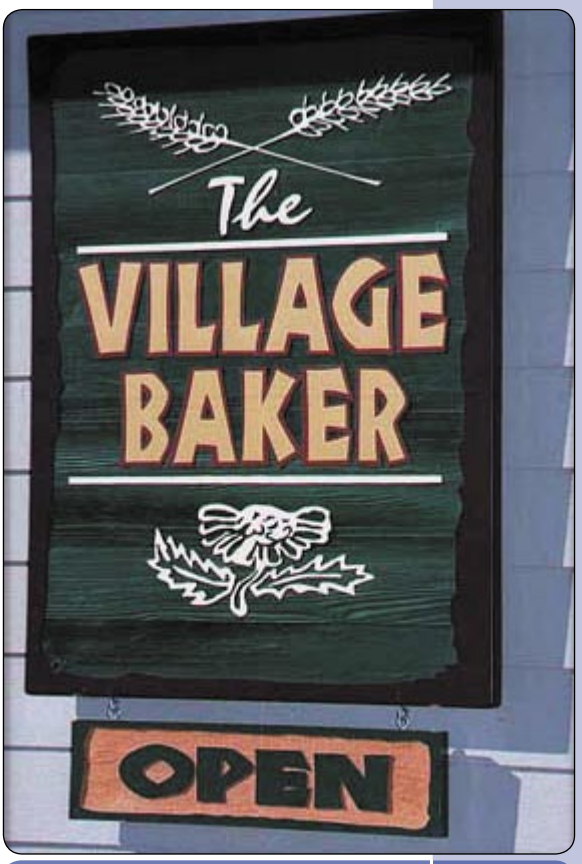
b) Avoid spacing letters and words too close together. Crowding of letters, words or lines will make any sign more difficult to read. Conversely, over-spacing these elements causes the viewer to read each item individually, again obscuring the message. As a general rule, letters should not occupy more than 75% of the sign panel area.

c) Limit the number of lettering styles in order to increase legibility. A general rule to follow is to limit the number of different letter types to no more than two for small signs and three for large signs.

d) Use symbols and logos in the place of words whenever appropriate. Pictographic images will usually register more quickly in the viewer's mind than a written message.

e) Avoid hard-to-read, overly intricate typefaces and symbols. Typefaces and symbols that are hard to read reduce the sign's ability to communicate.

Make certain that signs are visible from different angles **Fg. 7.62**



A sign's message should be brief **Fg. 7.63**

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Intricate typefaces can cause confusion and misunderstanding — Fg. 7.64

f) *Avoid faddish or bizarre typefaces if they are difficult to read. These typefaces may be in vogue and look good today, but soon may go out of style. The image conveyed by the sign may quickly become that of a dated and unfashionable business.*

3) Business Directional Signs

a) *Business directional signs should be provided near vehicle and pedestrian entrances. They should not obstruct pedestrian flow or negatively impact sight lines at entrances.*

b) *Use consistent names for all buildings, services and destinations.*

c) *Maps should correspond to the building layout so, for example, up on the map is straight ahead for the viewer. Provide markers to indicate where the person is currently located and identify areas by using color and memorable graphics.*

Directional signs should contrast background and foreground colors — Fg. 7.65

d) *Number floors in relation to the building's main entry so that directories will clearly designate which floors are above or below grade.*

e) *Location of directional signs should not encroach on the public right-of-way.*

f) *Business directional signs should be easily read during the day and evening. Illumination of some type may be necessary at night.*

g) *Contrast is important for effectiveness of directional signs. A substantial contrast should be provided between the color and material of the background and the letters or symbols to make it easier to read.*

d. Wall Signs

1) *Definition: A wall sign is any sign that is attached or erected on the exterior wall of*

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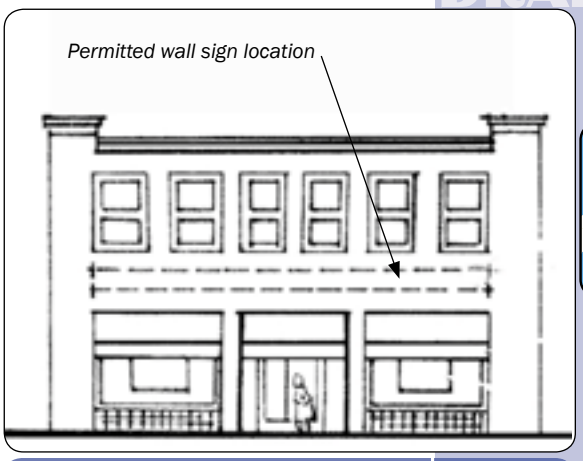
a building including the parapet, with the display surface of the sign parallel to the building wall, and which does not project more than 12 inches from the building or project above the height of the wall or parapet.

2) *Signs should be placed consistent with the proportion and scale of the elements within the structure's facade. A particular sign may fit well on a plain wall area, but might overpower the finer scale and proportion of a lower storefront. A sign that is appropriate near an entry may look tiny and out of place above the ground level.*

3) *Look at the facade of the structure. Are there any architectural features or details that suggest a location, size, or shape for the sign? These elements could be bands or frames of brickwork or stone, indentations in the face material, gaps between columns, or other permanent features. If these details exist, use them to locate the sign.*

4) *Look at the facade of the structure in relation to where adjacent businesses have placed their signs. There may already be an established pattern of sign locations. This can establish visual continuity among the storefronts, and at the same time provide uniform sight lines for viewers. Alignment makes all signs more readable at a glance and is encouraged.*

5) *If aligning signs is not possible, look for other features to determine placement of the sign. Each sign may relate directly to the store entrance in a similar fashion, or all signs may be displayed within the windows. Since the Village is a pedestrian-oriented area, signs should relate to the sidewalk instead of motorists. In this case, small projecting signs or signs under awnings are most appropriate.*



Wall sign location — **Fg. 7.66**

Wall signs of consistent size and placement establish facade rhythm — **Fg. 7.67**

e. Awning Signs

1) *Definition: An awning sign is a sign on or attached to a temporary retractable shelter that is supported from the exterior wall of a building.*

2) *Sign copy should be centered on the awning to achieve symmetry.*

3) *Message should be limited to the business name and logo, sized to be proportional with the awning, and located only on the fabric valance flap of the awning.*

4) *When initially installed, awnings should be provided with removable valances and end panels to accommodate future changes in sign copy. Painting cloth awnings in order to change sign copy is prohibited.*

5) *Back-lit internally illuminated awnings are strongly discouraged.*

6) *The shape, design, and color of fabric awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building.*

7) *Where other fabric awnings are used on the building, the design and color of the sign awnings and all other awnings should be coordinated.*

Messages should be proportional and located only on the valence flap | Fg. 7.68

f. Canopy Signs

1) *Definition: A canopy sign is any sign attached to the underside of a projecting canopy or protruding over a sidewalk or right-of-way*

2) *Canopy signs provide pedestrian scale and can enhance building fronts.*

3) *The bottom of the sign should maintain at least eight feet pedestrian clearance from the sidewalk level.*

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g. Projecting Signs

1) *The distance between projecting signs should be at least 25 feet for maximum visibility.*

2) *On a multi-storied building, the sign should be suspended between the bottom of the second story windowsills and the top of the doors or windows of the first story. On a one-story building, the top of the sign should be in line with the lowest point of the roof.*

3) *The bottom of the sign should maintain at least eight feet pedestrian clearance from the sidewalk level.*

4) *The sign should be hung at a 90-degree angle from the face of the building. It should be pinned at least 6 inches away from the wall for best visibility but should not project beyond a vertical plane set 3 feet from the facade.*

5) *Decorative iron and wood brackets that support projecting signs are strongly encouraged. The lines of the brackets should harmonize with the shape of the sign.*

6) *To avoid damaging brick and stucco work, brackets should be designed so that they can be bolted into masonry joints whenever possible.*

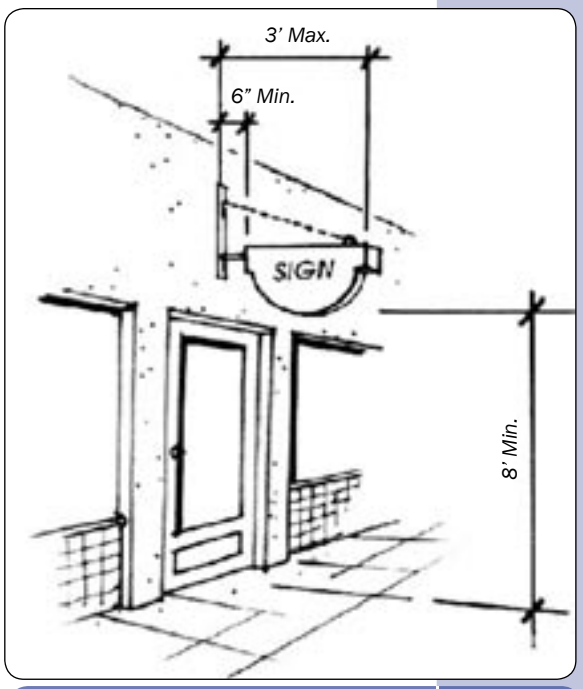
h. Window Signs

1) *Definition: A window sign is any sign in which the name, logo, address, phone number, or hours of operation are applied directly to the window of a business or placed on a sign hung inside the window.*

2) *Interior signs should be within 36 inches of the window so as to be readable from the exterior.*

Canopy signs are often used for pedestrian-oriented uses — Fg. 7.69

Small projecting signs reinforce a pedestrian-scale — Fg. 7.70



Guidelines for projecting signs — Fg. 7.71

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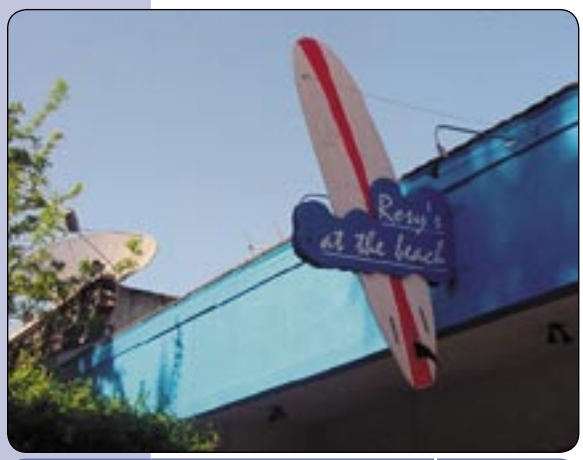
Gold leaf paint is recommended for window signs — Fg. 7.72

3) *Sign area should be less than 15% of the total window area.*

4) *Window signs should be geared to the pedestrian and be at eye level.*

5) *Window signs should be designed to be pleasing and to aesthetically enhance storefronts.*

6) *Letters applied to the glass may be vinyl or painted. Glass-mounted graphic logos may also be applied as long as they comply with the 15% area limitation. White and gold leaf paint is recommended.*



Example of a figurative sign — Fg. 7.73

i. Figurative Signs

Signs that advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, books, etc. are encouraged. Figurative signs may be incorporated into any of the allowable sign types identified previously.

j. Temporary Signs

Posting of handmade window signs is not permitted. Refer to Chula Vista Municipal Code 19.60 for further regulations on temporary signs.

E. Urban Core District

1. Introduction

This section presents design guidelines for private sector projects in the Urban Core district, which will serve as the primary business, commercial, and regional center of Chula Vista. These guidelines focus specifically on accommodating mid- and high-rise commercial and residential development while also developing an active street life. Design guidelines for public areas will be considered in Chapter VIII - Public Realm Design Guidelines.

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Buildings should form a continuous streetwall while upper floors step back | Fg. 7.74

2. Design Objectives

a. Create a Comfortable Scale of Structures

A critical step in ensuring pedestrian scale in the Urban Core district is by encouraging uniform front façade heights that form a continuous streetwall. Upper floors should step back from the streetwall so that pedestrians feel enclosed by the surrounding buildings but not confined.

b. Maintain Sunlight Exposure and Minimize Wind on the Street Level

Building stepbacks allow sunlight to reach the ground and prevent the building from deflecting wind towards the street as well as helping to create a pedestrian-scaled environment. Such measures will allow pedestrians to feel comfortable and therefore permit them to spend more time on the street.

c. Distinguish Between Upper and Lower Floors

Through use and design, the ground floor should welcome the public. Retail, dining, or active residential uses can help create a vibrant street life while greater use of transparent materials (windows) rather than solid materials (wall) encourage pedestrians to glance at storefronts and linger on the street. Upper floors are more likely to contain residential or non-retail commercial uses and contain less window space.

Retail uses can promote a vibrant street life | Fg. 7.75

3. Site Planning

a. Introduction

Siting involves a project's relationship to the property, the street, and adjacent buildings. In the Urban Core, buildings should be sited in ways that provide a comfortable and safe environment for pedestrians while accommodating vehicles.

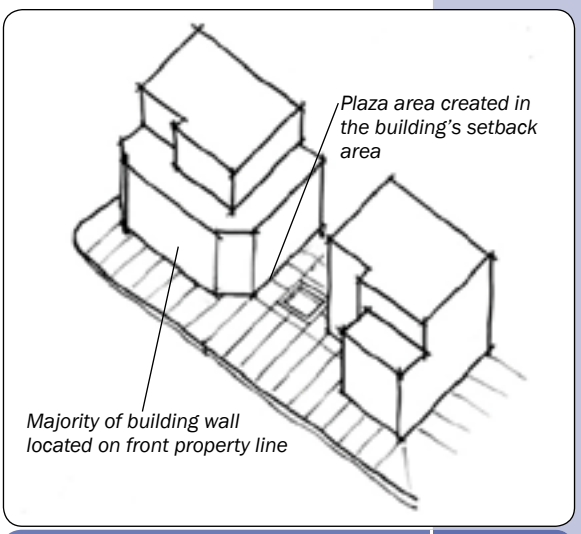
b. Building Siting

1) *Most of the building "streetwall" should meet the front setback lines, except for special entry features, architectural articulation, and plaza areas or other public spaces.*

2) *Setbacks should be dedicated to plazas that focus on hardscape rather than landscaping and should be of sufficient size to increase function and accessibility.*

3) *Locate loading and storage facilities away from the street and screen from public view.*

4) *Walls and fences should be integrated with the overall building design.*



Preferred building siting in the Urban Core **Fg. 7.76**

c. Street Orientation

1) *Storefronts and major building entries should orient to Broadway, H Street, courtyards, or plazas, although minor side or rear entries may be desirable.*

2) *Any building with more than 125 feet of street frontage should have at least one primary building entry.*

3) *All active pedestrian uses with street level, exterior exposure should provide at least one direct pedestrian entry from the street.*

4) *Any drop-off areas along Broadway and H Street should be limited.*

d. Parking Orientation

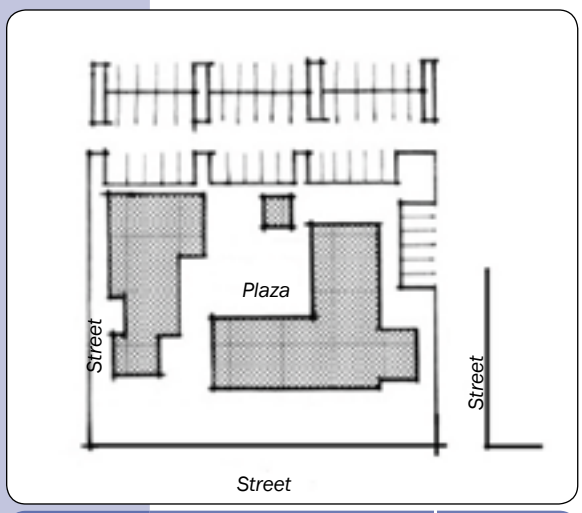
1) *Parking lots should not be located along the frontage of primary streets such as Broadway and H Street.*

2) *When off-street parking in the rear is not possible, parking should be screened from view by landscaped berms and/or low walls.*

3) *Locate rear parking lot and structure entries on side streets or alleys in order to minimize pedestrian/vehicular conflicts along Broadway or H Street. Driveways should be kept to the minimum number and width required for the project.*

4) *Create wide, well-lit pedestrian walkways from parking lots and structures to building entries that utilize directional signs.*

5) *Access from side streets and alleys should minimize impacts on surrounding residential neighborhoods.*



Parking lot entries should be located along side streets or alleys **Fg. 7.77**

e. Refuse, Storage, and Equipment Areas

1) *Trash storage must be fully enclosed and incorporated within the main structures or separate freestanding enclosures (CVMC 19.58.340). Where practical, storage at each unit is preferred over common enclosures. Trash storage cannot be placed under stairways.*

2) *All trash and garbage bins should be stored in an approved enclosure. Refuse containers and service facilities should be screened from view by solid masonry walls with wood or metal doors. Use landscaping (shrubs and vines) to screen walls and help deter graffiti.*

3) *Trash enclosures should allow convenient access for commercial tenants. Siting service areas in a consolidated and controlled environment is encouraged.*

4) *Trash enclosures should be located away from residential uses to minimize nuisance for the adjacent property owners. The enclosure doors should not interfere with landscaping, pedestrian, or vehicle path of travel.*

5) *Trash enclosures should be architecturally compatible with the project. Landscaping should be incorporated into the design to screen the enclosure from public view and deter graffiti.*

6) *Refuse storage areas that are visible from an upper story of adjacent structures should provide an opaque or semi-opaque horizontal cover/screen to reduce unsightly views. The screening should be compatible with the design of adjacent development.*

7) *All mechanical equipment, whether mounted on the roof, side of a structure, or on the ground, shall be screened from view (CVMC 15.16.030). Utility meters and equipment should be placed in locations that are not exposed to view from the street or be suitably screened. All screening devices are to be compatible with the architecture, material, and color of adjacent structures.*

f. Site Amenities

Site amenities help establish the identity of a commercial area and provide comfort and interest to its users. Individual site amenities within a commercial setting should have common features, such as color, material, and design to provide a cohesive environment and a more identifiable character.

1) Plazas and Courtyards

a) Plazas and courtyards within commercial developments over two acres are strongly encouraged.

b) Physical access should be provided from retail shops, restaurants, offices and other pedestrian activity generating uses to plazas.

c) A majority of the gross area of the plaza should have access to sunlight for the duration of daylight hours.

d) Shade trees or other elements providing relief from the sun should be incorporated within plazas.

e) Entries to the plaza and storefront entries within the plaza should be well lighted.

f) Architecture, landscaping elements, and public art should be incorporated into the plaza design.

g) Plazas and courtyards should include a focal element of sculpture and/or water feature, simple plants and simple sitting niches.

h) Seating should be provided in plazas. Where applicable, plaza users should be provided with a choice between active and passive seating.

i) Courtyards should be designed to provide both visibility and separation from the street, parking areas, or drive aisles.

j) Common open space should be provided in large, meaningful areas and should not be fragmented or consist of "left over" land. Large areas can be imaginatively developed and economically maintained.

2) Site Furniture

a) Paving and furniture should complement public streetscape elements when appropriate.

b) Site furnishings should not create pedestrian/vehicular conflicts.

c) Bicycle racks should be selected that are durable and consistent with other streetscape furnishings.

d) Based on their performance, "loop rack" and "ribbon bar" bicycle racks are recommended.

e) The design of newspaper boxes should be consolidated into one rack. Racks should be attractive on all sides.

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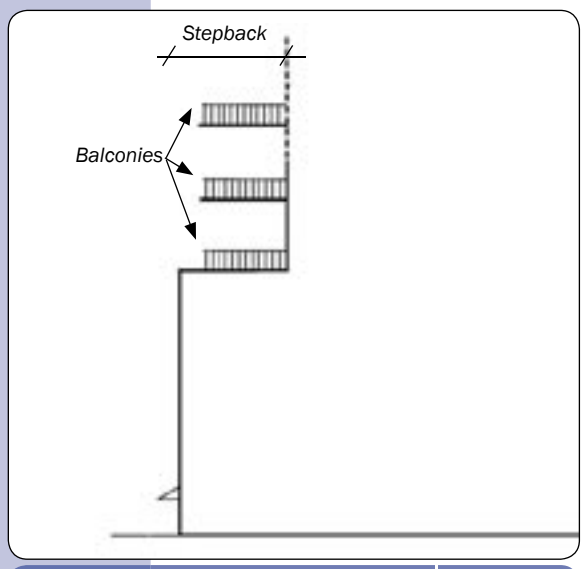
Retail on lower floors and residences/ offices above is encouraged | Fg. 7.78



Required stepbacks in the Urban Core | Fg. 7.79

4. Architectural Guidelines

a. Introduction

New development in the Urban Core district should carefully blend two different yet compatible qualities: high allowable building heights and a bustling pedestrian street life. These elements can be combined by encouraging a continuous street wall with ground floor retail and other active uses while upper floors of mid- and high-rise buildings step back to allow sunlight to reach the street below.

b. Building Height, Form, and Mass

1) *Multiple-use structures, with retail on lower floors and residential or non-retail commercial on upper floors, are encouraged, particularly along Broadway and H Street.*

2) *Where buildings with towers have frontages on multiple streets, the towers are encouraged to orient towards the primary street such as Broadway and H Street.*

3) *Horizontal building stepbacks are encouraged to provide building articulation, terrace space and other elements to soften building facades. If a mid-rise or high-rise building is located on a corner site, increased stepbacks from the street wall are encouraged along both streets. Please also refer to Chapter VI – Land Use and Development Regulations for regulations regarding required minimum building stepbacks for specific subdistricts within the Specific Plan.*

4) *Building heights should enhance public views, and provide adjacent sites with maximum sun and ventilation and protection from prevailing winds.*

c. Facades

1) *The physical design of buildings facades should vary at least every 200 linear feet (half block). This can be achieved through such techniques as:*
   - *division into multiple buildings,*
   - *break or articulation of the façade,*
   - *significant change in facade design,*
   - *placement of window and door openings, or*
   - *position of awnings and canopies.*

2) *Bay windows and balconies that provide usable and accessible outdoor space for residential uses are strongly encouraged and may project beyond building setback lines.*

3) *Awnings and overhangs should be used in conjunction with street trees to provide shade for pedestrians.*

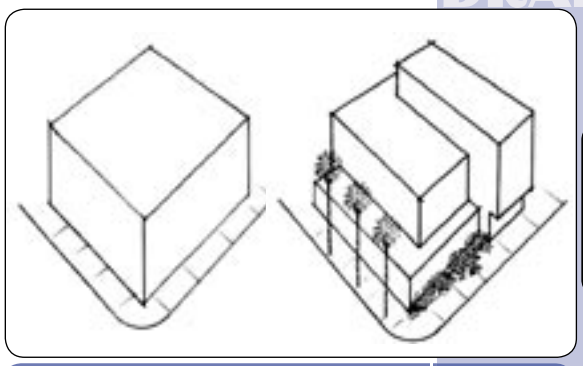
4) *The predominant difference between upper story openings and street level storefront openings (windows and doors) should be maintained. Typically, there is a much greater window area at the storefront level while upper stories have smaller window openings.*

5) *Residential buildings should have entrances for each ground floor unit to facilitate pedestrian activity and increase security through more "eyes on the street."*

d. Building Materials and Colors

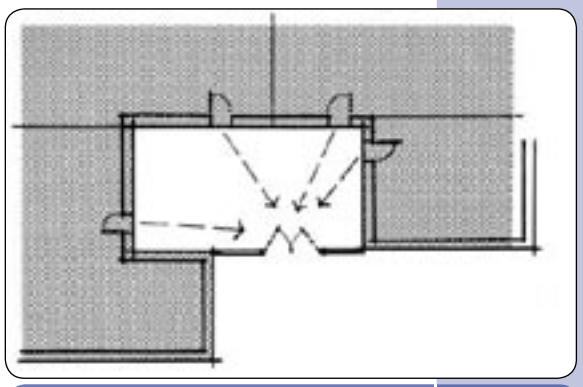
1) Building Materials

Building materials will incorporate two aspects: color and texture. If the building's exterior design is complicated with many "ins and outs" (extensions of wall façade, etc.), columns, and design features, the wall texture should be



Desirable building massing has both horizontal and vertical articulation — Fg. 7.80

Smaller architectural elements on large buildings add pedestrian scale — Fg. 7.81



Design projects to facilitate social support and effective surveillance — Fg. 7.82

simple and subdued. However, if the building design is simple, a finely textured material, such as patterned masonry, should be used to enrich the building's overall character.

The following lists suggest those materials that are "encouraged" and "discouraged" for use in the Urban Core:

a) Approved Exterior Materials

- *Masonry, including granite, marble, brick, terra cotta, and cast stone*
- *Glass, which must be transparent on ground floors*
- *Architectural metals, including metal panel systems, metal sheets with expressed seams, and cut, stamped or cast, ornamental metal panels.*
- *New or used face-brick*
- *Copper*
- *Painted Metal*
- *Wrought Iron*

b) Discouraged Exterior Materials

- *Imitation stone (fiberglass or plastic)*
- *Textured, treated, decorative concrete*
- *"Lumpy" stucco*
- *Rough sawn or "natural" (unfinished) wood*
- *Used brick with no fired face (salvaged from interior walls)*
- *Imitation wood siding*
- *Plastic panels*

Masonry is appropriate for buildings in the Urban Core **Fig. 7.83**

2) Exterior Color

a) The type of color depends on the size of the building and level of detail. Larger and plainer buildings should have subtle/muted colors while smaller buildings or those with elaborate detailing should have more intense colors.

Subtle/muted colors complement larger and plainer buildings **Fig. 7.84**

b) Stronger colors should emphasize architectural details and entrances.

e. Roofs and Upper-Story Details

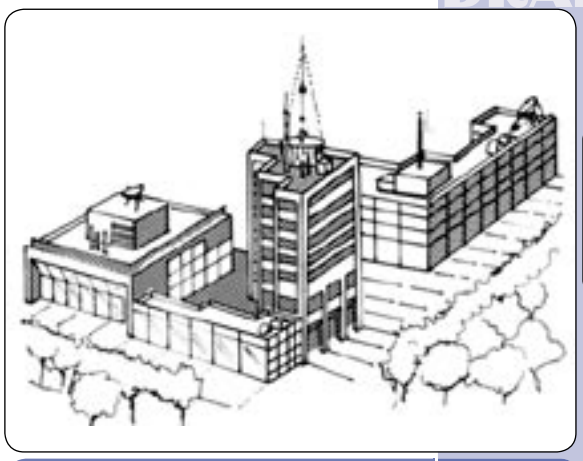
1) *Additional sunlight should be brought into large developments through the use of atriums and skylights.*

2) *Any office and residential tower over seven stories should have articulated and varied roof shapes to add interest to the architecture of the Urban Core and serve as a landmark.*

3) *Slope roof shapes on one-story commercial buildings, gable-end roofs, single pitch (shed) roofs, false mansard roofs and curving roofs are inconsistent with the character of the Urban Core.*

4) *Access to roofs should be restricted to interior access only.*

5) *Roof-mounted utility and communication devices equipment should be screened by structural features that are an integral part of the building's architectural design.*



Visible utility and communication devices are discouraged — Fg. 7.85

f. Plazas

Plazas allow additional sunlight to be brought into large developments. Plazas should be located at transit focus areas and other areas where large assemblages of people are expected, such as the Chula Vista Center.

1) *Plazas should contain a visual and audible feature such as a sculpture, fountain, or a display pond that attracts pedestrians and serves as a landmark.*

2) *Furniture and fixtures should be selected with maintenance consideration in mind. Ample seating in both shaded and sunny locations should be provided in the plaza areas.*

Plazas should provide ample seating in shade and sun and landmark features — Fg. 7.86

g. Site Furniture

1) *Site furniture, including benches, bollards, trash receptacles, bicycle racks, newspaper racks, and kiosks should complement existing development.*

2) *Site furniture should maintain a clear passage for pedestrians and avoid obstructing walkways and sidewalks.*

3) *Furnishings should be placed to eliminate clutter and any potential pedestrian/ vehicular conflict.*

4) *Kiosks/directories should be provided adjacent to vehicular and pedestrian entrances and pedestrian nodes. Kiosk siting should maximize visibility and minimize traffic hazards or obstructing views.*

5) *Tree grates should be utilized at passages to provide a continuous walking surface. Tree grates should be a minimum of 4 feet in width and a minimum of 36 square feet for private areas and a minimum of 6 feet in width for public areas.*

6) *Tree guards should be provided to protect trees in high activity areas. Tree guard design should be consistent with the adjacent development and should coordinate with street furnishings located either onsite or within the public right-of-way.*

Tree grates are important in high-traffic areas **Fg. 7.87**

5. Storefront Design

a. Introduction

Ground floors have typically been designed to be what is now referred to as a "traditional" storefront and sales floor. Upper floors commonly were used for office space, residential units, or storage. If retail uses are not appropriate for a particular building, ground floors should contain other active uses such as a health club, community center, or residential common areas. The ground floor should have transparent and open facades and avoid blank walls wherever possible.

b. Storefront Composition

1) Entries and Doorways

a) *The main entry to buildings should be emphasized through flanked columns, decorative fixtures, a recessed entryway within a larger arched or cased decorative opening, or a portico (formal porch).*

b) *Buildings situated at a corner along Broadway and H Street should provide a prominent corner entrance to street level shops or lobby space.*

Buildings at prominent corners should have prominent entrances **Fig. 7.88**

2) Awnings and Canopies

a) *Awnings should be provided along south and west facing buildings to enhance the pedestrian experience.*

b) *Where the facade is divided into distinct structural bays, awnings should be placed between the vertical elements rather than overlapping them. The awning design should respond to the scale, proportion, and rhythm created by the structural bay elements and should "nestle" into the space created by the structural bay.*

Awnings should nestle into the space created by a structural bay **Fig. 7.89**

c) *Awnings should have a single color or two-color stripes. Lettering and trim utilizing other colors is permitted, but will be considered as a sign area.*

d) *Frames and supports should be painted or coated to prevent corroding.*

3) Storefront Accessories and Other Details

a) *Recommended storefront details include the following items:*
- *light fixtures, wall mounted or hung with decorative metal brackets;*
- *decorative scuppers, catches and downspouts;*
- *balconies, bay windows, rails, finials, corbels, plaques, etc.;*
- *flag or banner pole brackets;*
- *fire sprinkler standpipe enclosures and hose bib covers, preferably of brass; and*
- *permanent, fixed security grates or grilles in front of windows are strongly discouraged. If security grilles are necessary, they should be placed inside the building, behind the window display area.*

Balconies and planters embellish a storefront **Fig. 7.90**

b) *Door and Window Design*

- *Doors to retail shops should contain a high percentage of glass in order to view the retail contents. A minimum of a 50% glass area is required.*

- *Use of clear glass (at least 88% light transmission) on the first floor is required.*

A storefront should contain a high percentage of clear glass **Fig. 7.91**

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6. *Landscape Guidelines*

Landscaping within the Urban Core should be different than typical suburban commercial and residential settings. These guidelines emphasize the use of potted plants, trees, and landscaping within the structure.

a. *Landscape plans should consider the scale and mass of a building and its relationship to the scale of the street and neighboring properties.*

b. *Emphasis should be placed on California and Mediterranean landscaping. Indigenous, ornamental planting, vines, flowering plants, arbors, trellises, and container planting is encouraged.*

c. *Large planters may also be incorporated into seating areas. Such planters should be open to the earth below and be provided with a permanent irrigation system.*

d. *All trees in paved areas should be provided with "Deep Root" barriers, automatic irrigation, and metal grates and have adequate size, soil mix, and soil ventilation.*

e. *Freestanding planters may also be incorporated into public spaces. Size, shape, color, and texture should complement the overall design theme. Such planters should be provided with a permanent irrigation system.*

Potted plants can enhance a streetscape **Fg. 7.92**

Trees can provide needed shade for outdoor seating areas **Fg. 7.93**

7. Onsite Lighting

a. Lighting fixtures within developments should be attractively designed to complement the architecture of the project and surrounding development and improve visual identification of residences and businesses.

b. All exterior doors, aisles, passageways and recesses should be equipped with a lighting device providing a minimum maintained one foot-candle of light at ground level during hours of darkness. Vandal resistant covers should protect lighting devices.

c. Decorative accent lighting and fixtures above the minimum one foot-candle illumination levels of surrounding parking lots should be provided at vehicle driveways, entry throats, pedestrian paths, plaza areas, and other activity areas.

d. Lighting sources should be shielded, diffused or indirect to avoid glare for pedestrians and motorists.

e. On each project site, all lighting fixtures should be from the same family of fixtures with respect to design, materials, color, fixture, and color of light.

f. When placing lighting fixtures and luminaries, consideration should be given to the extent of landscape growth affects the function of lighting. Landscaping such as trees and shrubs should be placed and maintained so that it does not obscure or deteriorate on-site illumination.

g. Neon and other specialized lighting effects that enhance the attractiveness of commercial streets, restaurants, and entertainment venues for pedestrian traffic is encouraged within the Urban Core.

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h. *Decorative up lighting that enhances landscape features and building architecture is encouraged as long as it does not compete with street lighting and signs.*

Lighting effects can make a commercial area pedestrian-friendly **Fg. 7.94**

8. Parking and Circulation

a. Introduction

The following factors should be considered in the design and development of off-street parking in pedestrian-oriented areas:

- *ingress and egress with consideration to possible conflicts with vehicular and pedestrian traffic;*
- *pedestrian and vehicular conflicts within a parking lot or structure;*
- *reinforcing the street edge and a pedestrian environment;*
- *on-site circulation and service vehicle zones;*
- *overall configuration and appearance of the parking area*
- *minimizing opportunities for crime and undesirable activities through natural surveillance, access control, and activities;*
- *shading parking lots by means of canopy trees and other landscaping; and*
- *creating a sense of spatial organization and experiential meaning through the layout of the parking facility.*

Parking facility design should strengthen the street edge **Fg. 7.95**

b. General Considerations

1) *Shared parking between adjacent businesses and/or developments is strongly encouraged whenever practical.*

2) *Parking areas should be separated from buildings by a landscaped strip. Conditions where parking stalls directly abut buildings should be avoided.*

3) *Lighting, landscaping, hardscape, fencing, parking layout and pedestrian paths should all assist drivers and pedestrians in navigating through parking areas.*

4) *Bicycle parking should be provided at each development and should be easily accessible and integrated into the overall site design.*

5) *Parking structures below or above ground level retail or commercial uses are encouraged since they allow for pedestrian activity along the street while providing parking convenient to destinations within the Urban Core.*

c. Access and Entries

1) *Locate parking lot and structure entries on side streets or alleys to minimize pedestrian/ vehicular conflicts along Broadway and H Street. If this is not possible, use patterned concrete or pavers to differentiate the primary site entry from the sidewalk. Effects on adjacent residential neighborhoods also need to be considered in site access and entries.*

2) *Parking lots and structures adjacent to a public street should provide pedestrians with a point of entry and clear and safe access from the sidewalk to the entrance of the building(s).*

3) *Pedestrian and vehicular entrances must be clearly identified and easily accessible to create a sense of arrival. The use of enhanced paving, landscaping, and special architectural features and details is required.*

4) *Where possible, use alleys or side streets for access to parking areas. The use of alleys for parking access must be balanced with other common uses of alleys, including service, utilities, and loading and unloading areas.*

Special architectural features should help identify vehicular entrances | Fg. 7.96

d. Lighting

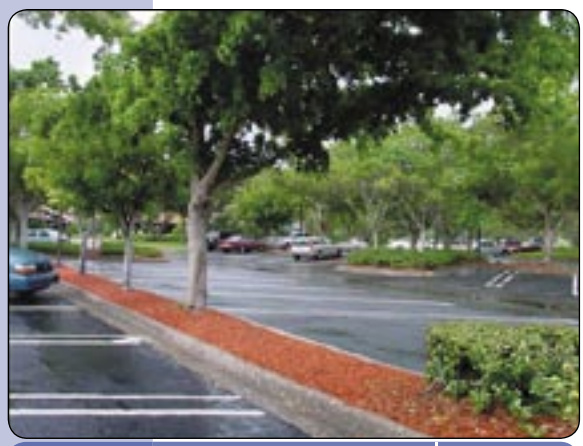
Lighting for parking lots and structures should be evenly distributed and should provide pedestrians and drivers with adequate visibility at night.

e. Circulation

1) *Separate vehicular and pedestrian circulation systems should be provided whenever feasible. The layout of parking areas should be designed so that pedestrians walk parallel to moving cars.*

2) *Pedestrian linkages between adjoining compatible uses should be emphasized. Parking lot and structure designs should include walkways and planting that help direct pedestrians comfortably and safely to their destinations.*

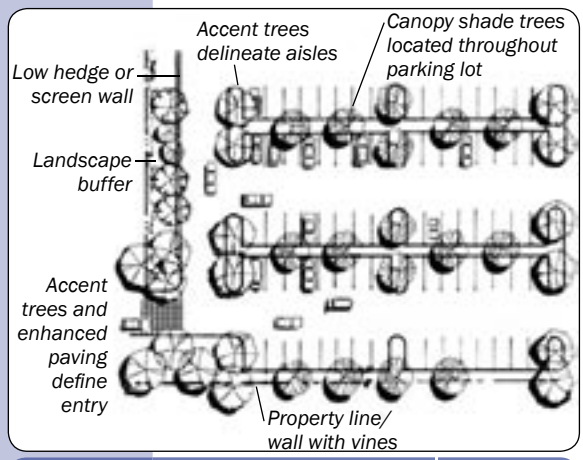
3) *Access by disabled persons should be incorporated into the overall pedestrian circulation system.*



Landscaping provides visual relief within parking facilities — **Fig. 7.97**

f. Landscaping

1) *Parking facilities should be landscaped with the following objectives in mind:*
   - *visually break up large paved areas with landscaping;*
   - *maximize distribution of landscaping;*
   - *promote compatibility and function as a "good neighbor;"*
   - *consider the use of trees planted at regular distances as a grove; and,*
   - *strive to achieve 50% shade of the asphalt area within five years from time of installation.*



Preferred landscaping within a parking lot — **Fig. 7.98**

2) *Parking lots adjacent to a public street should be landscaped to soften the visual impact of parked vehicles from the public right-of-way. Screening should consist of a combination of low walls (a maximum of three feet high) and landscape materials at the setback line.*

3) *Use of a trellis situated above a wall or fence can visually maintain the street wall and improve the pedestrian environment along the street.*

4) *A well thought-out selection and composition of hardscape materials can help order space and reinforce the relationship of the parking lot to its surroundings and to the buildings it serves. Entrances, exits, and areas that act as forecourts for entrances may be suitable locations for special paving materials such as brick or stamped concrete.*

g. Structured Parking

1) *Due to the more intense nature of development in the Urban Core, structured parking which promotes compatibility, safety and pedestrian activity is encouraged.*

2) *Where structured parking is provided, the following design and operational features should be considered to optimize public safety:*
   - *The design of parking structures should permit maximum opportunities for natural surveillance into the structure;*
   - *Where possible, elevators and stairs should be located on the perimeter of parking structures with natural surveillance from exterior public areas via glass-back elevators and glass at stairs and elevator lobbies;*
   - *Elevator lobbies and stairs in open parking garages should be open to the parking areas, except at roof levels where glass or other visually penetrable enclosures may be provided.*
   - *Elevator cabs should be provided with glass-back cabs where those elements are above grade;*
   - *All parking structures should have lighting in conformance with IESNA (Illuminating Engineering Society of North America) standards;*
   - *Interior walls of parking structures should be painted a light color (e.g., white or light blue) to improve illumination;*

Open lobbies and stairs promote safety in parking structures **Fg. 7.99**

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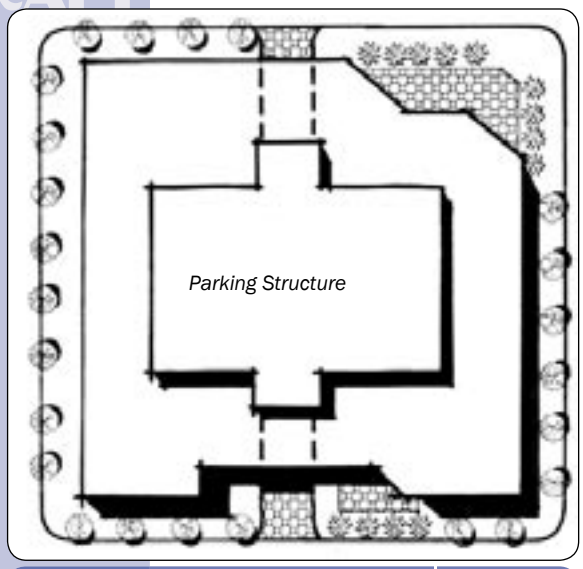

Development should wrap the garage to maintain positive street frontage | Fg. 7.100

- *The parking structure should be designed to integrate into existing or proposed developments to allow direct access from different levels;*
- *Coordinated signs, color, or features between developments should be used for wayfinding purposes.*
- *Signs should be posted to inform users whether security escort service is available;*
- *Emergency buzzers and telephones should be installed in easily accessible places on each level, in elevators and in stairwells; and*
- *Directional arrows and signs indicating exits, elevators, and emergency buzzers/ telephones should be visibly displayed (painted) on walls.*

3) *Activities such as shops, offices or other commercial space should be incorporated along the ground level of structured parking street frontage. In addition, parking structures should provide landscaping along blank walls on side streets and upper levels.*

9. Signs

a. Introduction

Design, color, materials, and placement are all important in creating signs that are architecturally attractive and integrated into the overall site design. Signs that are compatible with the surroundings and which effectively communicate a message promote a quality visual environment.

The guidelines that follow address these issues and others, and are intended to help business owners provide quality signs that add to and support the character of the Urban Core District. They are not intended to supersede any existing City sign ordinances. All signs must comply with the regulations contained in the Chula Vista Municipal Code unless as indicated within the specific plan, in which case the specific plan will take precedence.

b. General Design Guidelines

Good signs communicate their message well, are easily seen by people, and relate harmoniously to the building they are placed on or near. The following guidelines give criteria for creating well-designed signs.

1) *Sign color should be compatible with building colors. A light background matching the building with dark lettering is best visually. While no more than two primary colors should be used on a sign, a third color can be used for accent or shadow detail.*

2) *Signs should be consistent with the proportion and scale of building elements within the façade. The placement of signs provides visual clues to business location and affects the design integrity of the entire building.*

This highly effective sign uses a light background with dark lettering **Fg. 7.101**

External fixtures are an effective method for illuminating signs **Fg. 7.102**

3) *Ground level signs should be smaller than those on higher levels. Pedestrian-oriented signs should be smaller than automobile oriented signs.*

4) *There are two methods of illuminating signs: internal with the light source inside the sign and external with an outside light directed at the sign. Internal illumination is permitted on channel letters only.*

5) *Signs must be lighted with continuous light sources.*

6) *Whenever indirect lighting fixtures are used (fluorescent or incandescent), care should be taken to properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way.*

Private signs should guide people through an unfamiliar environment **Fg. 7.103**

7) *Paper and cloth signs are appropriate for interior temporary use only.*

8) *Backlit plastic box signs are prohibited.*

c. Onsite Wayfinding

Good sign design can be critical to helping people move easily through an unfamiliar environment. Private signs throughout the Urban Core should be conspicuous, easy to read, and convey clear messages. Signs should be located so as not to block the pedestrian realm.

1) Sign Visibility

Signs should be free of any obstruction, such as landscaping, when viewed from different angles.

2) Sign Legibility

An effective sign should do more than attract attention; it should communicate its message. Usually, this is a question of the readability of words and phrases. The most significant influence on legibility is lettering.

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a) *Use a brief message whenever possible. Fewer words help produce a more effective sign. A sign with a brief, succinct message is easier to read and looks more attractive. Evaluate each word.*

b) *Avoid spacing letters and words too close together. Crowding of letters, words or lines will make any sign more difficult to read. Conversely, over-spacing these elements causes the viewer to read each item individually, again obscuring the message. As a general rule, letters should not occupy more than 75% of the sign panel area.*

c) *Limit the number of lettering styles in order to increase legibility. A general rule to follow is to limit the number of different letter types to no more than two for small signs and three for large signs.*

d) *Use symbols and logos in the place of words whenever appropriate. Pictographic images will usually register more quickly in the viewer's mind than a written message.*

e) *Avoid hard-to-read, overly intricate typefaces and symbols. Typefaces and symbols that are hard to read reduce the sign's ability to communicate.*

f) *Avoid faddish or bizarre typefaces if they are difficult to read. These typefaces may be in vogue and look good today, but soon may go out of style. The image conveyed by the sign may quickly become that of a dated and unfashionable business.*

Limiting the number of lettering styles increases legibility **Fg. 7.104**

3) Business Directional Signs

a) *Business directional signs should be provided near vehicle and pedestrian entrances. They should not obstruct pedestrian flow or*

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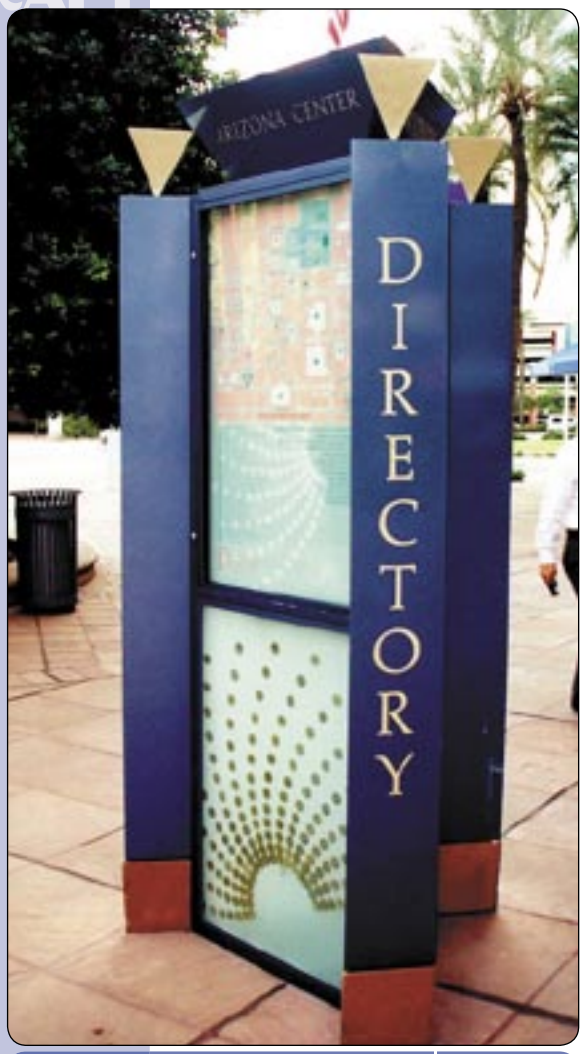


Directional signs should be easy to locate | Fg. 7.105

negatively impact sight lines at entrances.

b) Use consistent names for all buildings, services and destinations.

c) Maps should correspond to the building layout so, for example, up on the map is straight ahead for the viewer. Provide markers to indicate where the person is currently located and identify areas by using color and memorable graphics.

d) Number floors in relation to the building's main entry so that directories clearly designate which floors are above or below grade.

e) Location of directional signs should not encroach on the public right-of-way.

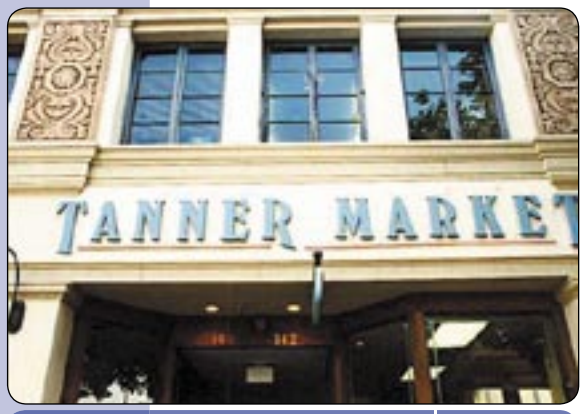
f) Business directional signs should be easily read during the day and evening. Illumination of some type may be necessary at night.

g) Contrast is important for effectiveness of directional signs. A substantial contrast should be provided between the color and material of the background and the letters or symbols to make it easier to read.

d. Wall Signs

1) Definition: A wall sign is any sign that is attached or erected on the exterior wall of a building including the parapet, with the display surface of the sign parallel to the building wall, and which does not project more than 12 inches from the building or project above the height of the wall or parapet.

2) Signs should be placed consistent with the proportion and scale of the elements within the structure's facade.



Wall signs should be located on prominent architectural features | Fg. 7.106

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3) *Bands or frames of brickwork or stone, indentations in the face material, gaps between columns, or other permanent features should be used to locate the sign.*

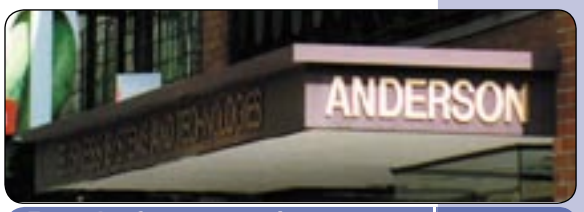
4) *If applicable, follow an already established pattern of sign locations.*

5) *If aligning signs is not possible, look for other features to determine placement of the sign. Each sign may relate directly to the store entrance in a similar fashion, or all signs may be displayed within the windows.*

Attached light fixtures are preferred for illuminating awnings **Fg. 7.107**

e. *Awning Signs*

1) *Definition: An awning sign is a sign on or attached to a temporary retractable shelter that is supported from the exterior wall of a building. Marquee signs are affixed to a permanent projection extending from the building or beyond the wall of a building.*



Example of a marquee sign **Fg. 7.108**

2) *Sign copy should be centered on the awning to achieve symmetry.*

3) *Painting cloth awnings in order to change sign copy is strongly discouraged.*

4) *Back-lit internally illuminated awnings are strongly discouraged.*

5) *The shape, design, and color of fabric awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building.*

6) *Where other fabric awnings are used on the building, the design and color of the sign awnings and all other awnings should be coordinated.*

An example of a projecting sign **Fg. 7.109**

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Figurative signs promote a festive atmosphere | Fg. 7.110

f. Projecting Signs

1) The distance between projecting signs should be at least 25 feet for maximum visibility.

2) The bottom of the sign should maintain at least 15 feet pedestrian clearance from the sidewalk level.

3) The sign should be hung at a 90 degree angle from the face of the building. It should be pinned at least 1 foot away from the wall for best visibility but should not project beyond a vertical plane set 6 feet from the facade.

4) To avoid damaging masonry, brackets should be designed so that they can be bolted into joints whenever possible.

g. Figurative Signs

Signs that advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, books, etc. are encouraged. Figurative signs may be incorporated into any of the allowable sign types identified previously.

h. Temporary Signs

Posting of handmade window signs is not permitted. Refer to Chula Vista Municipal Code 19.60 for further regulations on temporary signs.

F. Corridors District

1. Introduction

In contrast with the Urban Core District and the Village District, the Corridors District contains four separate and distinct areas along Broadway and Third Avenue that are more oriented towards automobile than pedestrian traffic. The district is characterized by low-rise structures with retail, service, office, and residential uses lining the peripheral ends of Broadway and Third Avenue. The guidelines in this chapter focus on developing a cohesive blend of high quality new commercial and residential development. Design guidelines for the public realm are contained in Chapter VIII - Public Realm Design Guidelines.

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Development in the Corridors District should provide variety in architecture | Fig. 7.111

2. Design Principles

a. Promote Sound Architectural Practices

Commercial and residential development along major streets often includes repetitive architecture and favors automobiles over pedestrian and bicycle traffic. These standards encourage architectural quality, variety in building form, facades, and features, and development that accommodates different forms of transportation.

b. Ensure Compatibility Between Different Uses

New development in the Corridors District should consider the area's scale and character and demonstrate sensitivity to surrounding uses. Such efforts should include limiting building massing, providing project amenities such as landscaping, seating, and plazas, and screening parking and equipment areas.

Different forms of transportation should be able to function together | Fig. 7.112

c. Encourage Safe and Logical Parking and Circulation

The north and south segments of Broadway and southern end of Third Avenue serve as critical transportation corridors for automobiles, public transit, bicycles, and pedestrians. Site access, parking, and circulation within private developments should be logically organized and ensure that all forms of transportation are able to coexist safely.

3. Site Planning

a. Introduction

Site planning is an important facet of the look and feel of the Corridors District. The guidelines encourage new development that maintains a healthy interaction with the major street, whether Broadway or Third Avenue, and surrounding uses by minimizing harmful external effects and providing strong transit, automobile, and pedestrian connections.

b. Site Character

1) *Natural amenities unique to the site such as mature trees should be preserved and incorporated into development proposals.*

2) *Structures that are distinctive because of their age, cultural significance, or unique architectural style should be preserved and incorporated into development proposals.*

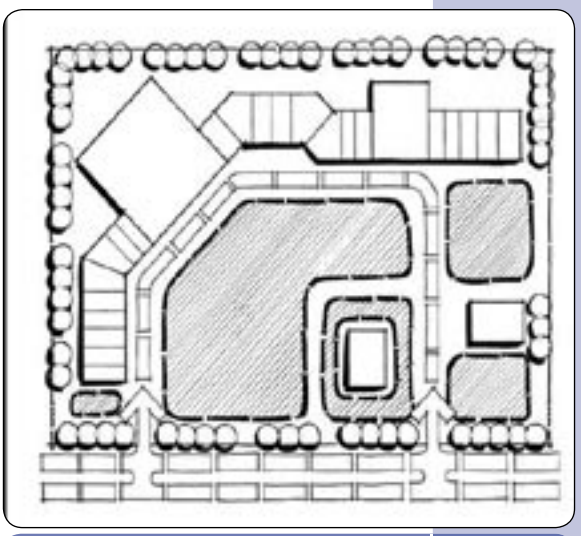
3) *Design public and private outdoor spaces to provide sunny and shaded areas.*

c. Compatibility with Adjacent Uses

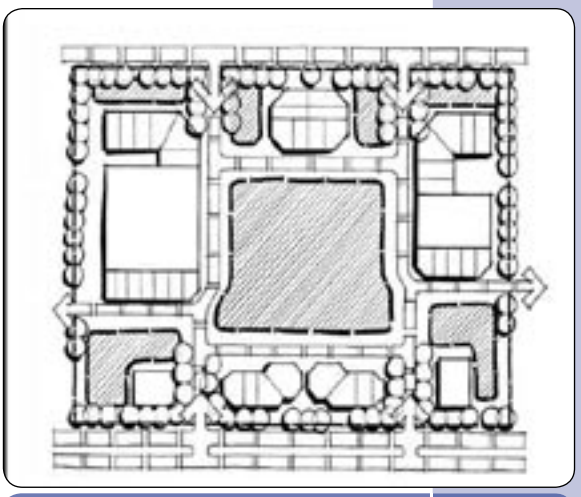
1) *Link compatible residential and non-residential uses by utilizing access roads, walkways, common landscape areas, building orientation, and unfenced property lines.*

2) *Additional setback areas and upper floor setbacks are encouraged when commercial and residential areas are adjacent to each other.*

3) *When commercial buildings back up to common open spaces or residential projects, the rear setback area should be landscaped and should appear to be functionally and/or visually shared open space.*



Discouraged layout- development lacks connections to adjacent areas — Fg. 7.113



Encouraged layout - development connects to adjacent uses — Fg. 7.114

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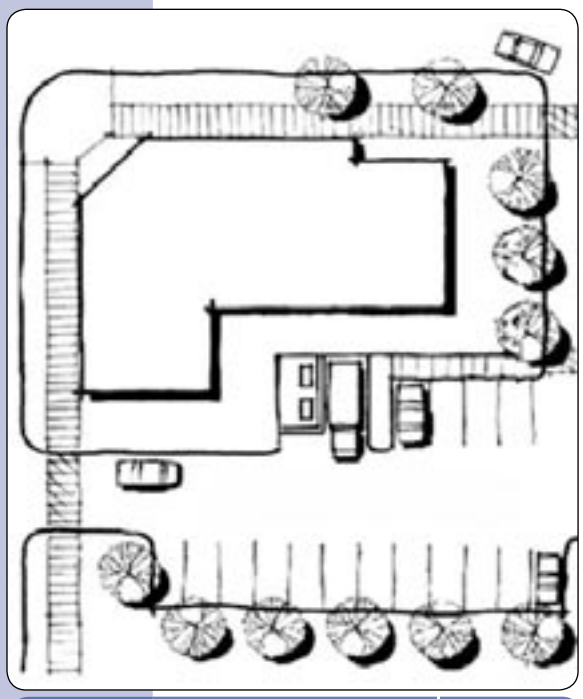
4) *Avoid public access to the rear of commercial structures when adjacent to potentially incompatible uses.*

5) *Building orientation and landscaping commercial buildings should minimize a direct line of sight into adjacent residential private open space.*

6) *Loading areas, access and circulation driveways, trash and storage areas, and rooftop equipment should be located at the rear or side of buildings and screened from public view.*

7) *Employ landscaping to screen parking lots from adjacent residential uses and streets.*



Loading, trash, and storage areas should be located at the rear or side — Fig. 7.115

d. Building Siting

1) *Any building with more than 125 feet of street frontage should have at least one primary building entry.*

2) *Use paving materials that differentiate the setback area from the sidewalk.*

3) *Corner buildings should have a strong tie to the front setback lines of each street. Angled building corners or open plazas are encouraged at corner locations.*

4) *When designing large commercial centers, create inward-focused arrangement of buildings to create a "village" feeling and encourage multiple shopping stops. Plazas and pedestrian areas are encouraged within shopping centers.*

5) *Provide a "Main Street" for larger centers with pedestrian connections to the major street and parallel parking that promotes pedestrian activity.*

Corner buildings should feature angled entrances and plazas — Fig. 7.116

6) *Anchor stores should be sited in the middle of the shopping center to increase visibility for other stores.*

7) *When possible, freestanding buildings should be sited along street frontages to help screen parking areas.*

8) *Recognize the importance of spaces between buildings as "outdoor rooms" on the site. These spaces should be utilized as open space.*

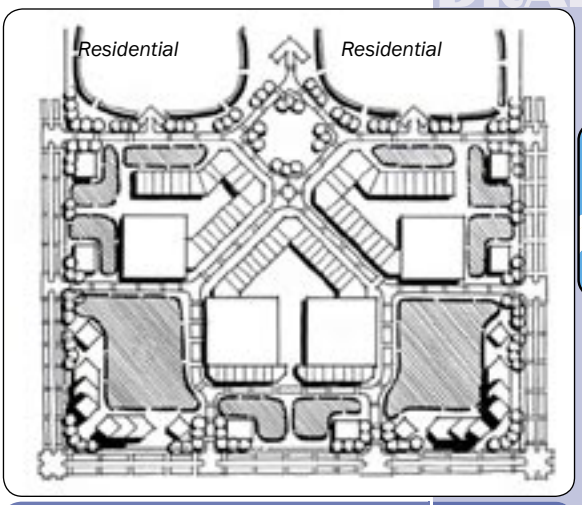
9) *Small open space areas should be grouped into larger, prominent public spaces. Hardscape and vegetation should be combined to create plazas that people can use for rest, congregating, recreation, and dining.*

11) *On sites with multiple structures, buildings should be linked visually and physically. These links can be accomplished through architecture and site planning, such as trellises, colonnades or other open structures combined with landscape and walkway systems).*

12) *Decorative walls and/or enhanced landscaping should be used at main entrances. Special paving, raised medians and gateway structures should also be considered.*

13) *Developments should provide safe pedestrian passage between building entrances and bus stops.*

14) *Siting service areas in a consolidated and controlled environment is encouraged. Avoid service areas that are too expansive, underutilized, and require heavy landscape screening.*



Cluster buildings to develop a "village" atmosphere **Fg. 7.117**

Plazas can be used for casual seating and outdoor dining **Fg. 7.118**

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Service areas should be compact and organized | Fg. 7.119

e. Refuse, Storage, and Equipment Areas

1) *All trash and garbage bins should be stored in an approved enclosure.*

2) *Trash storage must be fully enclosed and incorporated within the main structures or separate freestanding enclosures (CVMC 19.58.340). Where practical, storage at each unit is preferred over common enclosures. Trash storage cannot be placed under stairways.*

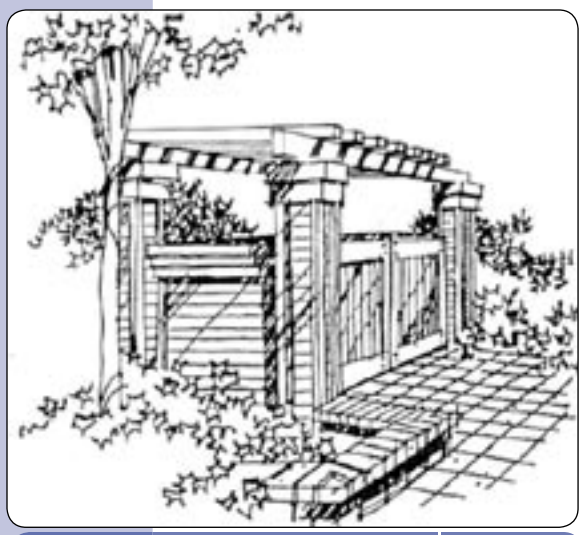
3) *Trash enclosures should allow convenient access for commercial tenants. Siting service areas in a consolidated and controlled environment is encouraged.*

4) *Trash enclosures should be located away from residential uses to minimize nuisance for the adjacent property owners. The enclosure doors should not interfere with landscaping, pedestrian, or vehicle path of travel.*

5) *Trash enclosures should be architecturally compatible with the project. Landscaping should be incorporated into the design to screen the enclosure from public view and deter graffiti.*

6) *Refuse storage areas that are visible from an upper story of adjacent structures should provide an opaque or semi-opaque horizontal cover/screen to reduce unsightly views. The screening should be compatible with the design of adjacent development.*

7) *Refuse containers and service facilities should be screened from view by solid masonry walls with wood or metal doors. Use landscaping (shrubs and vines) to screen walls and help deter graffiti.*



Landscaping and a trellis feature can create an attractive trash enclosure | Fg. 7.120

8) *All mechanical equipment, whether mounted on the roof, side of a structure, or on the ground, shall be screened from view (CVMC 15.16.030). Utility meters and equipment should be placed in locations that are not exposed to view from the street or be suitably screened. All screening devices are to be compatible with the architecture, material, and color of adjacent structures.*

Plazas should include a focal element such as a fountain or sculpture

Fg. 7.121

f. Site Amenities

Site amenities help establish the identity of a commercial area and provide comfort and interest to its users. Individual site amenities within a commercial setting should have common features, such as color, material, and design to provide a cohesive environment and a more identifiable character.

1) Plazas and Courtyards

a) *Plazas and courtyards within commercial developments over two acres are strongly encouraged.*

b) *Physical access should be provided from retail shops, restaurants, offices and other pedestrian activity generating uses to plazas.*

c) *A majority of the gross area of the plaza should have access to sunlight for the duration of daylight hours.*

d) *Shade trees or other elements providing relief from the sun should be incorporated within plazas.*

e) *Entries to the plaza and storefront entries within the plaza should be well lighted.*

f) *Architecture, landscaping elements, and public art should be incorporated into the plaza design.*

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"Ribbon bar" is one of the recommended types of bicycle racks | Fg. 7.122

g) *Plazas and courtyards should include a focal element of sculpture and/or water feature, simple plants and simple sitting niches.*

h) *Seating should be provided in plazas. Where applicable, plaza users should be provided with a choice between active and passive seating.*

i) *Courtyards should be designed to provide both visibility and separation from the street, parking areas, or drive aisles.*

2) Site Furniture

a) *Paving and furniture should complement public streetscape elements when appropriate.*

b) *Site furnishings should not create pedestrian/vehicular conflicts.*

c) *Bicycle racks should be selected that are durable and consistent with other streetscape furnishings.*

d) *Based on their performance, "loop rack" and "ribbon bar" bicycle racks are recommended.*

e) *The design of newspaper boxes should be consolidated into one rack. Racks should be attractive on all sides.*

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4. Architectural Guidelines

a. Introduction

There are no specific architectural styles required for commercial buildings. However, innovative and imaginative architecture is encouraged. The guidelines seek quality and complete design that will contribute to the overall quality of built environment.

b. Building Height, Form and Mass

1) *Building heights and setbacks should vary from adjacent or adjoining buildings to ensure diversity in building type.*

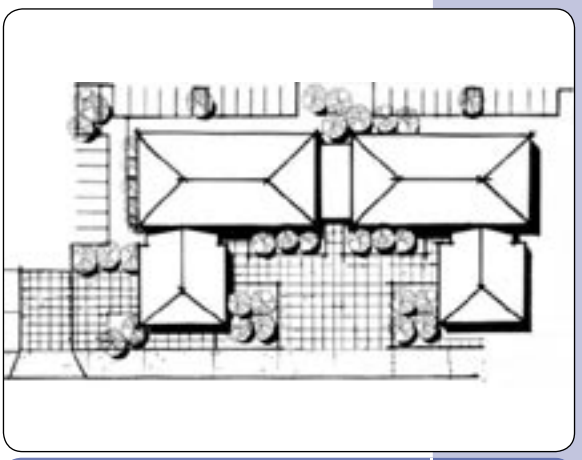
2) *One-story buildings along Broadway and Third Avenue should be placed close to the sidewalk to reinforce a pedestrian scale. Two-story buildings should be located farther away from the sidewalk and use a plaza as a transition from the right of way to the building.*

3) *Building heights should enhance public views and provide adjacent sites with maximum sun and ventilation and protection from prevailing winds.*

c. Facades

1) *The physical design of facades should utilize such techniques as:*
   - *Break or articulation of the façade;*
   - *Vertical and horizontal offsets to minimize large blank walls and reduce building bulk;*
   - *Significant change in facade design;*
   - *Placement of window and door openings; and*
   - *Position of awnings and canopies.*

Varying building heights and setbacks create visual interest — Fg. 7.123



Plazas serve as an effective transition from the public right-of-way — Fg. 7.124

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Building entries should be easily identified | Fg. 7.125

2) *Design features must be consistent on all elevations of a structure. Side and rear elevations should not be minimized because they are oriented away from public view.*

3) *Primary building entries should be easily identified and provide a prominent sense of entry. The use of projections, columns, towers, change in roofline, entry lobbies, or other design elements are strongly encouraged.*

4) *The size and location of doors and windows should relate to the scale and proportions of the overall structure.*

5) *Clear windows should be provided at storefront locations.*

d. Roofs and Upper Story Details

1) *Roofs should be given design considerations and treatment equal to that of the rest of the building exteriors.*

2) *Roofs and rooflines should be continuous in design throughout a commercial development. Full roofs are strongly encouraged due to proximity to residential areas.*

3) *Roofline elements should be developed along all elevations.*

4) *No roofline ridge should run unbroken for more than 75 feet. Vertical or horizontal articulation is required.*

5) *Slopes of roofs should range between 4:12 and 6:12. Slopes greater than 6:12 are discouraged, except on certain architectural elements and towers.*

6) *Radical roof pitches that create overly prominent or out-of-character buildings*

such as A-frames, geodesic domes, or chalet-style buildings are not permitted.

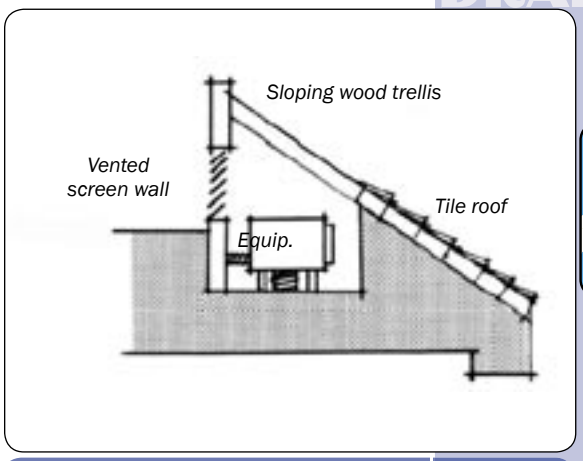
7) Roofs with large overhangs featuring open rafters/tails are encouraged.

8) The visible portion of sloped roofs should be sheathed with a roofing material complementary to the architectural style of the building and other surrounding buildings.

9) Access to roofs should be restricted to interior access only.

10) Screening for roof-mounted mechanical equipment should be an integral part of the building's architectural design.

11) Building vertical focal elements are encouraged. Towers, spires, or domes become landmarks and serve as focal/ orientation points for the community.



An appealing roof design should be used to screen mechanical equipment | Fg. 7.126

Vertical elements such as a tower are encouraged | Fg. 7.127

e. Walls and Fences

1) Walls and fences should be kept as low as possible while performing their functional purpose to avoid the appearance of being a "fortress".

2) Colors, materials and appearance of walls and fences should be compatible with surrounding development. Opaque materials, such as plywood boards, and sheet metal, are not permitted.

3) Perimeter walls should be constructed of decorative masonry block or similar material. The use of chain link fencing is not permitted.

4) Landscaping, particularly vines, should be used to soften otherwise blank wall surfaces and to help reduce graffiti.

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Vines enhance otherwise blank walls Fg. 7.128

5) *Walls should be offset every 50 feet and architecturally designed to reduce monotony. Landscape pockets along the wall should be provided at regular intervals.*

f. Building Materials and Colors

1) *Exterior materials, textures and colors should compliment the architectural style or theme of a building.*

2) *Colors and materials should be durable and weather resistant.*

3) *The use of natural stone is encouraged. High quality man-made material may be permitted.*

4) *Buildings with strong facade articulation should contain wall texture that is simple and subdued. If the building design is simple, a finely textured material, such as patterned masonry, should be used to enrich the building's overall character.*

5) *Building colors should be predominately neutral colors, off-white, cream, or light pastels.*

6) *Accent colors may be used to impart a festive quality to the buildings, especially in commercial areas.*

g. Franchise/Corporate

The scale, design character, and materials of franchise/corporate architecture should be consistent with adjacent buildings. Natural materials, such as brick, stone, and copper, should be used where applicable

Natural materials such as brick add to the quality of franchise buildings Fg. 7.129

1) Color and Lighting

Choice of color(s) for a franchise/corporate building is critical since they may be inappropriate in certain environments. The

standards below should be considered when addressing appropriate color(s) and lighting:

a) Use colors that complement colors found on adjacent buildings.

b) Franchise/corporate colors should be consistent with the architectural style or period of the building.

c) Bright or intense colors are prohibited, unless used on appropriate architectural styles and reserved for more refined detailing and transient features.

d) The use of symbols and logos can be utilized in place of bright or intense corporate colors.

e) Finish materials with natural colors, such as brick, stone, and copper, should be used where applicable.

f) Lighting of logos should be compatible with the primary building and respect adjacent buildings. Bright and intense lighting is prohibited.

g) Neon outlining should be consistent with the architectural style or period of the building and should be reserved for detailing and transient features. The use of bright and intense neon outlining of windows is strongly discouraged.

Use of corporate logos, instead of bright or intense colors, is encouraged | Fg. 7.130

h. Security

1) If security grilles are necessary, they should be placed inside the building behind the window display area.

2) Electronic surveillance equipment or alarm hardware should be as invisible and unobtrusive as possible.

3) *The use of scissor grilles is strongly discouraged since they communicate a message of high crime and cannot be integrated visually into the overall design of a building or storefront.*

4) *Lighting should be designed to satisfy both functional and decorative needs. All security lighting should be designed as part of an overall lighting plan rather than as single stand-alone elements.*

5) *Safety behind buildings should be ensured through use of:*
   - *Adequate security lighting for parking areas and pedestrian ways;*
   - *Limited access (walls, fences, gates, shrubs);*
   - *Signs;*
   - *Introduction of activities (e.g., rear entrances for commercial activities) that increase surveillance;*
   - *Surveillance through windows or with cameras;*
   - *Ongoing maintenance of storage areas and alleys.*

6) *Lighting, particularly at all building entrances, should be adequate but not exceedingly bright. Light fixtures should serve as an attractive element in isolation.*

7) *Storefront lighting should complement the architectural style of the building while providing illumination of building facades and entrances.*

8) *Any window signs should be so placed as to provide a clear and unobstructed view of the store interior from the sidewalk.*

Lighting should satisfy functional and decorative needs **Fg. 7.131**

5. Landscape Guidelines

a. Standard Design Concepts

Landscape areas are used to frame and soften structures, to define site functions, to enhance the quality of the environment, and to screen undesirable views. Landscaping should express the three dimensions of the project and should continue patterns of landscaping in the surrounding area.

Landscaping can soften and frame structures — Fig. 7.132

1) *Emphasis should be placed on California and Mediterranean landscapes and gardens. Indigenous, ornamental planting, vines, flowering plants, arbors, trellises and container planting is encouraged.*

2) *Existing mature trees should be preserved and incorporated into landscape plans.*

Existing mature trees should be integrated into new development — Fig. 7.133

3) *Landscaped areas should generally incorporate planting utilizing a three tiered system: (1) grasses and ground covers, (2) shrubs and vines, and (3) trees. All areas not covered by structures, service yards, walkways, driveways, and parking spaces should be landscaped, consistent with the following guidelines:*

   Trees
   - *20% 36-inch box*
   - *30% 24-inch box*
   - *50% 15-gallon*

   Groundcover
   - *100% coverage within 1 year*

   Shrubs and Vines
   - *100%, 5 & 15 gallon*

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Specimen trees should be used at major focal points | Fg. 7.134

4) *The following design concepts should be utilized in all project design:*
   - *Specimen trees (36-inch box or larger) used in groupings and rows at major focal points, such as project entries and pedestrian gathering areas;*
   - *Use of flowering vines on walls and arbors where appropriate;*
   - *Use of planting to create shadow and patterns against walls.*

5) *New development should look established as quickly as possible. Planting new trees that are older, better developed, and properly grown is preferred to planting small, underdeveloped, and juvenile planting stock.*

6) *Trees should be placed as follows:*
   - *A minimum of 8 feet between the center of trees and the edge of the driveway, 6 feet from water meter, gas meter, and sewer laterals.*
   - *A minimum of 25 feet between the center of trees and the point of intersection of driveways and streets or walkways.*
   - *A minimum of 15 feet between the center of the trees or large shrubs to utility poles/street lights.*
   - *A minimum of 8 feet between the center of trees or large shrubs and fire hydrants, fire department sprinkler, and standpipe connections.*
   - *No species of tree or large shrub should be planted under overhead lines or over underground utilities if plant growth will interfere with the installation or maintenance of these utilities.*
   - *In addition to trees, other plant materials should be spaced so that they do not interfere with the lighting of the premises or restrict access to emergency apparatus such as fire hydrants or fire alarms boxes.*

- *Plant spacing should also ensure unobstructed access for vehicular and pedestrians in addition to providing appropriate lines of site at any intersection.*

7) *All new trees should be double staked and secured with a rubber or plastic strip, or other approved commercial tie material. Wire ties should not be used.*

8) *Use of vines and climbing plants on buildings, trellises, and privately owned perimeter walls is encouraged.*

9) *Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity to accomplish its intended goals.*

10) *Landscaping should work with the buildings and surroundings to make a positive contribution to the aesthetics and function of both the specific site and the area.*

11) *Landscaping should be protected from vehicular and pedestrian encroachment by raised planting surfaces. Concrete mow strips separating turf and shrub areas should be provided.*

12) *Landscaping around the entire base of buildings is encouraged to soften the edge between parking lot and the structure. This should be accented at entrances to provide focus.*

13) *One tree should be planted for every six parking spaces.*

b. *Irrigation*

1) *Permanent and automatic landscape irrigation systems should be provided for all landscape material.*

Climbing vines on structures are encouraged **Fg.7.135**

Landscaping can contribute to the overall appearance of a building **Fg. 7.136**

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Groundcover and trees prevent extensive erosion on steep slopes — Fg. 7.137

Trees protect pedestrian and landscaping — Fg. 7.138

2) *The landscape irrigation system should be designed to prevent run-off and overspray.*

3) *All irrigation systems should be designed to minimize vandalism.*

4) *Deep root irrigation is required for all trees whose top of root crown is higher than any adjacent paved areas. A separate bubbler head to each tree is recommended.*

5) *Reclaimed water irrigation systems should be clearly identified and separated from potable water irrigation systems.*

c. Tree Grates/Guards

1) *Tree grates should occur along the edges of internal streets and in plazas where a continuous walking surface is needed.*

2) *Narrow openings should radiate from the center. Grates sizes should be a minimum of 4 feet in width and a minimum of 36 feet for private areas and a minimum of 6 feet in width for public areas. Knockouts must be provided to enlarge inside diameter for supporting a larger tree trunk as the tree grows.*

3) *Tree guards should extend vertically from tree grates, and serve to protect trees in highly active areas. Tree guards should be narrow, painted in a similar color, and relate to other site furnishings. Tree guards should be attached to the tree grate and welds should not be visible.*

d. Pots and Planters

1) *Planters and pots should be located where pedestrian flow will not be obstructed. Consider placing pots in locations where deep building recesses exist, where access is discouraged, to provide definition to spaces, and adjacent to blank walls.*

2) *Group similar sized planters in clusters to enrich streetscapes and plazas.*

3) *Planter materials should be durable and have natural earth tones that compliment site architecture. Materials should consist of cast stone, masonry, or stucco materials.*

4) *Planters should be at least three feet in diameter.*

5) *Planters should be simple in form; round and square types are recommended.*

6) *Large planters may also be incorporated into seating areas. Such planters should be open to the earth below and be provided with a permanent irrigation system.*

Planters should complement the overall site architecture **Fg. 7.139**

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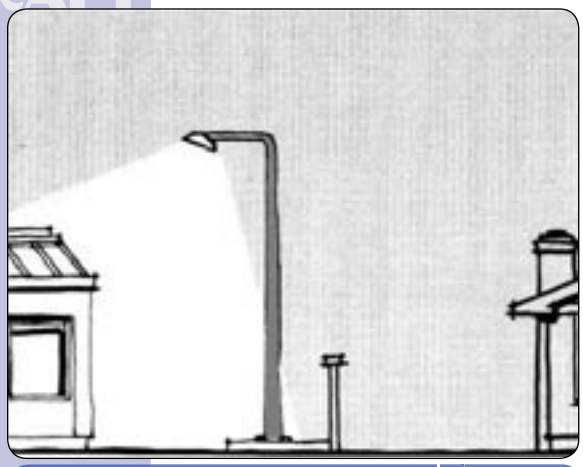


Minimize light glare onto an adjoining property with fixture type and location | Fg. 7.140

6. *Lighting*

a. *The type and location of lighting should minimize direct glare onto adjoining properties. Lighting should be shielded to confine all direct rays within the property.*

b. *Site lighting should not exceed more than 5 foot-candles of illumination with 50 feet of a property used as or zoned residential.*

c. *Lighting should be designed to satisfy function as well as contribute to overall design quality.*

d. *Light fixtures and structural supports should be architecturally compatible with the theme of the development.*

e. *Wall mounted lights should be utilized to the greatest extent possible to minimize the total number of freestanding light standards.*

f. *Wall mounted lighting should not extend above the height of the wall or parapet to which they are mounted.*

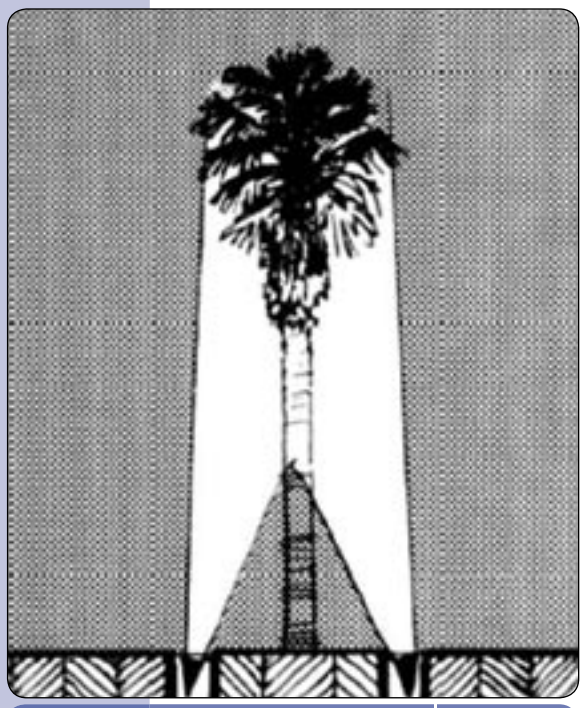
g. *Lighting should be used to accent on-site public art, specimen trees, and architectural features.*

h. *Accent lighting, when provided, should compliment exterior color and materials.*

i. *Lighting should be provided in a relatively even pattern with ground level foot-candle illumination levels not varying by more than four to eight footcandles.*

j. *Security lighting should be designed as part of a comprehensive lighting plan.*

k. *Vehicle entrances, driveways, parking and service areas, pedestrian entrances,*



Lighting can highlight amenities such as large trees | Fg. 7.141

walkways, and activity areas should have a sufficient level of lighting to provide security and safety. A minimum of 1 foot-candle should be provided.

l. Lighting should improve visual identification of residences and businesses.

m. Parking lot lighting fixtures should not exceed 35 feet in height. When within 50 feet of residentially zoned properties, fixtures should not exceed 20 feet.

n. Light standards within parking lots should be designed with raised bases to protect them from damage by vehicles.

o. Pedestrian-scaled lighting for sidewalk and street illumination is encouraged.

p. Lighting should not be animated.

q. Overhead service wires or exposed conduit should be avoided.

r. Lighting fixtures with exposed bulbs are prohibited.

Light fixtures should have pedestrian scale **Fg. 7.142**

7. Parking and Circulation Guidelines

a. Introduction

Properly functioning parking areas are beneficial to property owners, tenants, and customers and they contribute to the design success of a facility. Parking lots need to allow customers and deliveries to reach the site, circulate through the parking lot, and exit the site easily. The following guidelines should be incorporated into the design of commercial projects in the Corridors District.

b. General Considerations

1) *Commercial development should incorporate internal parking to minimize the negative impact on the street.*

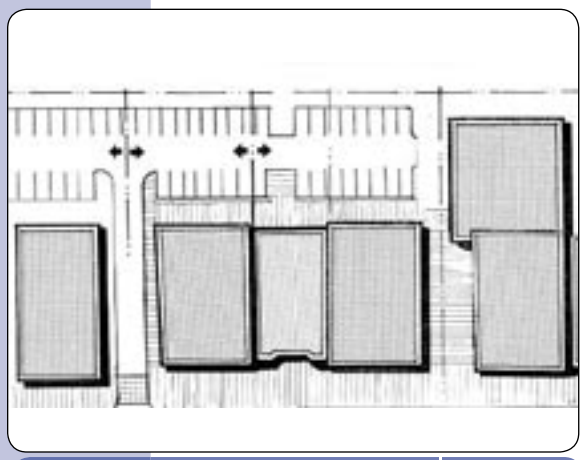
2) *Avoid placing parking lots along Broadway and Third Avenue so that the development maintains a defined street edge.*

3) *Parking areas that accommodate a significant number of vehicles should be divided into a series of connected smaller lots. Landscaping and offsetting portions of the lot are effective in reducing the visual impact of larger parking areas.*

4) *Shared parking between adjacent businesses and/or developments is strongly encouraged.*

5) *When possible, non-residential parking lots should be designed and located contiguous to each other so that vehicles can travel from one private parking lot to the other (reciprocal access) without having to enter major streets.*

6) *Parking lots should be designed with a clear hierarchy of circulation: major access drives with no parking; major circulation drives*



Shared parking and access agreements are encouraged | Fg. 7.143

with little or no parking; and then parking aisles for direct access to parking spaces.

7) *Parking areas should be separated from buildings by a landscaped strip. Conditions where parking stalls directly abut buildings should never be permitted.*

8) *Lighting, landscaping, hardscape, fencing, parking layout and pedestrian paths should all contribute to the strength and clarity of the parking lot.*

9) *Bicycle parking should be provided at each development and should be easily accessible and integrated into the overall site design.*

c. Access and Entries

1) *Locate parking lot entries on side streets to minimize pedestrian/vehicular conflicts along Broadway and Third Avenue.*

2) *Parking lots adjacent to a public street should provide pedestrians with a point of entry and clear and safe access from the sidewalk on Broadway, Third Avenue, or side street to the entrance of the building(s).*

3) *Pedestrian and vehicular entrances must be clearly identified and easily accessible to create a sense of arrival. The use of enhanced paving, landscaping, and special architectural features and details is encouraged.*

4) *Developments should have shared entries when the lot is less than 75 feet wide.*

5) *Where possible, use alleys or side streets for access to parking areas. The use of alleys for parking access must be balanced with other common uses of alleys, including service, utilities, and loading and unloading areas.*

Enhanced paving provides a sense of arrival into a parking area **Fg. 7.144**

d. Lighting

1) *Parking lots should utilize pedestrian-scaled rather than high mast light fixtures.*

2) *Lighting systems should be designed for two levels, one during normal operations hours and another reduced intensity level during late non-operational hours (for security purposes).*

3) *Lighting for a parking lot should be evenly distributed and provide pedestrians and drivers with adequate visibility.*

Pedestrian access to building entrances should be clearly defined | **Fg. 7.145**

e. Circulation

1) *Separate vehicular and pedestrian circulation systems should be provided whenever feasible. Design parking areas so that pedestrians walk parallel to moving cars in parking aisles to minimize the need for the pedestrian to cross parking aisles and landscape islands to reach building entries.*

2) *Clearly defined pedestrian access should be provided from parking areas to primary building entrances.*

3) *All commercial projects should connect onsite pedestrian circulation system to offsite public sidewalks.*

4) *Access by disabled persons should be incorporated into the overall pedestrian circulation system.*

5) *Decorative paving treatments should be incorporated into parking lot design, driveway entries, and pedestrian crosswalks.*

6) *Screen walls or landscaping should not be located where they block the sight lines of drivers entering, leaving or driving throughout the site.*

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f. Landscaping

1) *Parking lots adjacent to Broadway, Third Avenue, or a major side street should be landscaped to soften the visual impact of parked vehicles from the public right-of-way. Screening could consist of a combination of low walls (a maximum of three feet high) and landscape materials at the setback line.*

2) *Parking lots should include landscaping that accents the importance of driveways from the street, frames the major circulation aisles, and highlights pedestrian pathways.*

3) *Provide one regularly spaced tree for every six parking spaces to provide shade and avoid long rows of parked cars.*

4) *Provide continuous landscape planting strips or triangles between every row of parking and large planting islands at the ends of a row.*

5) *The use of stamped concrete, stone, brick or granite pavers, exposed aggregate, or colored concrete should also be used to minimize the negative impact of large expanses of black asphalt pavement.*

Landscaping provides needed shade in parking areas — Fg. 7.146

Decorative pavers improve the appearance of parking areas — Fg. 7.147

g. Loading and Delivery

1) *Loading and unloading zones should be located to minimize interference with traffic flow.*

2) *Loading and unloading zones should provide adequate space for maneuvering into and out of a loading position. These areas should be designed to integrate with the entire development.*

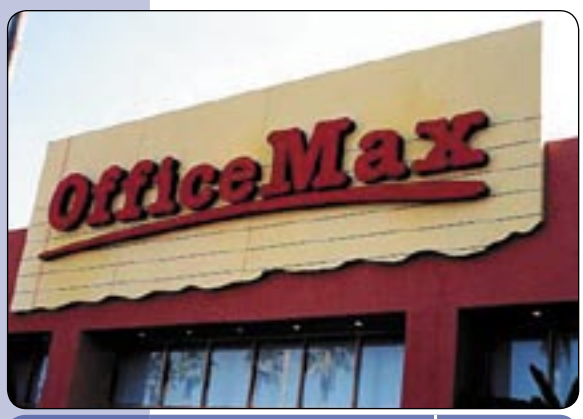
Loading zones should integrate into surrounding development — Fg. 7.148

8. Signs

a. Introduction

These design guidelines are intended to ensure that the Corridors District contains quality signs that communicate their message in a clear fashion and integrate into the surrounding area. Unlike the Village District, signs along Broadway should be directed towards vehicles rather than pedestrians.

The guidelines that follow address these issues and others, and are intended to help business owners provide quality signs that add to and support the character of the Corridors District. They are not intended to supersede any existing City sign ordinances. All signs must comply with the regulations contained in the Chula Vista Municipal Code unless as indicated within the specific plan, in which case the specific plan will take precedence.



Oversized signs that project over the roof area are not allowed | Fig. 7.149

b. General Design Guidelines

1) *Consider the need for signs and their appropriate locations early in the design process; and*

2) *The location and size of signs on any building should be proportioned to the scale and relate to the architecture of that particular structure.*

3) *Oversized and out-of-scale signs are not permitted.*

4) *Sign colors and materials should be selected to contribute to the sign's legibility.*

5) *Excessive use of colors is discouraged.*

6) Placement

a) *Signs should not project above the edge of the rooflines.*

b) *Signs used for business identification on the primary business frontage should be placed near the main business entrance in a location that does not cover doors, windows, or architectural details.*

7) Materials

a) *Routing, carving or sandblasting the surface of wooden signs can obtain the effect of raised letters.*

b) *Different applications of metal on signs include: applying raised letters, on a metal band, or applying paint and lettering. Galvanized or baked enamel finish should be used to avoid rusting.*

c) *Sign materials should be compatible with the building facade upon which they are placed.*

d) *Painted signs are encouraged, but should not be painted over existing architectural elements*

e) *The selected materials should contribute to the legibility of the sign. For example, glossy finishes are often difficult to read because of glare and reflections.*

f) *Precast letters (e.g. molded plastic or brass) applied to a building surface can be an effective signing alternative.*

8) Color

a) *Colors should relate to and complement the materials or paint scheme of the buildings, including accenting highlights and trim colors. The number of colors on any sign should be limited to three. This heightens readability (visibility), especially when one color is a dark hue, the second a medium hue, and the third a light accent color.*

Painted signs should not cover existing architectural elements **Fg. 7.150**

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Easy to read, simple typefaces and symbols are encouraged | Fg. 7.151

b) *Contrast is an important influence on the legibility of signs. Light letters on a dark background or dark letters on a light background are most legible.*

c) *Fluorescent colors should not be used.*

9) Sign Legibility

a) *An effective sign should be legible. The most significant influence on legibility is lettering style.*

b) *Lettering styles used on signs should be highly legible. It is in the best interest of the business establishment to have signs read clearly and attractively to the passer-by.*

Lettering on signs should be kept simple to increase legibility | Fg. 7.152

c) *Limit the number of lettering styles in order to increase legibility. A general rule to follow is to limit the number of different letter styles to no more than two for small signs and three for larger signs.*

d) *Avoid spacing letters and words too close together. Crowding of letters, words or lines will make any sign more difficult to read. Conversely, overspacing these elements causes the viewer to read each item individually, again obscuring the message.*

e) *Use symbols and logos in the place of words whenever appropriate. These images will usually register more quickly in the viewer's mind than a written message.*

Backlighting of signs is preferred | Fg. 7.153

10) Sign Illumination

a) *Signs should have the capacity of being lit externally for evening visibility.*

b) *Individually illuminated letters, either internally illuminated or back lighted solid letters (reverse channel), are a preferred*

alternative to internally illuminated signs. Avoid illuminating an entire sign.

c) Indirect external illumination fixtures should complement the surface of the sign.

d) Whenever external lighting fixtures are used, care should be taken to properly shield the light source to prevent glare from spilling over into residential areas and any public right-of-way.

e) Backlit plastic box signs are prohibited.

Choose light fixtures that are compatible with the building facade **Fg. 7.154**

c. Wayfinding

1) Placement of on-site kiosks and electronic bulletin boards should be obvious. Directories should be provided near the vehicular and pedestrian entrances of commercial centers to assist visitors in orienting themselves.

2) Information contained on the signs should be legible. Directories should be easily readable during day and night.

3) Contrast is important for the effectiveness of on-site directional and informational signs. Light letters on a dark background are most legible.

4) Electronic bulletin boards are not permitted.

5) Kiosks may serve as information booths and/or shelter for small vendors. Kiosks should be consistent with surrounding buildings and other streetscape furnishings.

d. Wall Signs

Wall signs are attached parallel to or painted on a wall surface. The following guidelines apply to wall signs:

Wall signs in a shopping center should be located in a consistent place **Fg. 7.155**

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Freestanding/monument signs should be surrounded by landscaping | Fg. 7.156

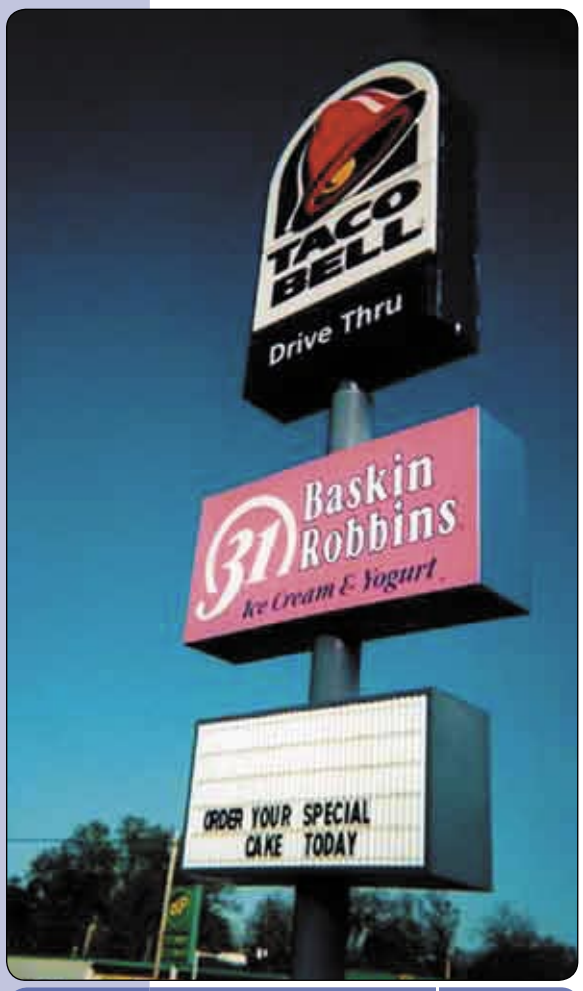
1) *Wall signs should not project from the attached surface more than required for construction purposes and, in no case, more than 6 inches.*

2) *Wall signs should be applied horizontally directly above the storefront.*

3) *When a building contains two or more businesses, wall signs should complement one another in color and shape and be located in the same position over the storefronts.*

4) *Wall signs should be centered above the store or building entrance within an architecturally established area or unbroken area of the building facade.*

5) *A wall sign should be located where architectural features or details suggest a location, size or shape for the sign. The best location for a wall sign is generally a band or blank area above the first floor of a building.*



Pole or pylon signs, such as the one above, are not permitted | Fg. 7.157

e. *Freestanding and Monument Signs*

A freestanding sign is any sign permanently attached to the ground and which does not have a building as the primary structural support. Monument signs are freestanding low-profile signs where the sign width is greater than the sign height..

1) *Freestanding and monument signs should be located away from the public right-of-way where they are not obstructed by landscaping and can be easily viewed by pedestrians and motorists.*

2) *Freestanding and monument signs are required to be located in a landscaped planter away from a driveway or other vehicle access point.*

3) *Freestanding and monument signs should be placed perpendicular to the street.*

4) *Freestanding and monument signs should be on ground. Pole or pylon signs are not permitted.*

5) *Signs should provide solid architectural bases and should complement the architectural elements of the development it serves.*

6) *Avoid placing more than 8 items of text or graphics on a single sign.*

f. Window Signs

Window signs are located within a window area of a business. Window signs may be consist of permanent materials affixed to a window, or text and graphics painted directly onto the window surface. The following guidelines apply to window signs:

1) *Window signs should not exceed 20 percent of the window area, and only one window sign per frontage is allowed.*

2) *Lighted signs, flashing signs or any other sign not applied directly to a windowpane are not permitted.*

3) *The text or sign copy of a window sign should be limited to the business name and brief messages.*

g. Temporary Signs

Posting of handmade window signs is not permitted. Refer to Chula Vista Municipal Code 19.60 for further regulations on temporary signs.

Window signs should be limited to the business name and brief messages **Fig. 7.158**

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h. Figurative Signs

Signs that advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, books, etc. are encouraged. Figurative signs may be incorporated into any of the previously identified allowable sign types.

G. Special Guidelines

1. Introduction

From a design perspective, hotels and motels and mixed-use projects are two of the more challenging commercial development types in the Chula Vista Urban Core. Sections on these two specialized project types focus on site organization and building design. In addition, multi-family residential design guidelines for stand alone residential projects are provided to supplement the Village District and Urban Core District design guidelines.

Basic design principles and tools for designing and building sustainably in a mixed-use development market are also presented and are strongly encouraged for all project types. The Leadership in Energy and Environmental Design (LEED) Rating System is the 'green' standard for buildings in the United States. Consult a LEED Accredited Professional for design assistance.

2. Hotels and Motels

a. Description

Due to their location near Interstate 5, hotels and motels provide visitors with a strong first impression of Chula Vista and therefore deserve special attention. They are also quasi-residential uses and should be designed and sited to minimize the effect of noise from Interstate 5 and major roads. The scale of and activities associated with hotels and motels often make them problematic neighbors for adjacent residential properties. In addition, hotel and motel architecture is often thematic, which presents a strong temptation to exaggerate the design of the building front and to neglect side and rear facades. However, all sides of a building should be stylistically consistent.

Hotel and motel facades should be located along the primary street | Fg. 7.159

b. Site Organization

1) *The primary presence along the major street frontage should be the building and driveway approach, not the parking lot.*

2) *Some short-term parking spaces should be provided near the office for check-ins.*

3) *Delivery and loading areas should be screened to minimize impact on sensitive uses. Loading and unloading areas should be located in the rear.*

4) *Recreational facilities such as swimming pools should be designed to offer privacy to facility users. They should not be exposed to public streets to function as advertising.*

5) *Avoid locating driveway, garage ramps, or loading and service areas where they interfere with the flow of pedestrian movement or impact the privacy of guest rooms.*

6) *Utilize parking lots and open spaces on the site to help buffer the hotel or motel from any adjacent incompatible/sensitive uses.*

c. *Building Design*

1) *All sides of a building should be architecturally consistent.*

2) *At least 25% of the total exterior surface area of the hotel or motel building should be surfaced in masonry or natural stone.*

3) *Masonry or stone should be applied to logical places on each of the building's facades, and should begin and end at logical breaks related to the structure of the building. A single, one-story high, horizontal "banding" of masonry or stone is strongly discouraged.*

4) *The remainder of the exterior may be surfaced in stucco, water-managed Exterior Insulation and Finish Systems (EIFS), or integrally-dyed decorative concrete or ceramic masonry units. Metal or vinyl siding is prohibited.*

5) *Significant departures from standardized architectural "themes" intended to market or brand a hotel or motel building, such as Swiss chalets or castles, is prohibited.*

6) *Public or semi-public spaces (lobbies, restaurants, meeting rooms, and banquet-facilities) sited at ground level adjacent to a pedestrian walkway or a major street should use glass and transparent materials between the height of three feet (3') and eight feet (8') above the walkway or street grade.*

7) *Noise attenuation techniques should be included in the design of buildings near major noise generators (e.g., major streets and I-5 freeway). Techniques may include: double pane glass, berms, thick tree groves over 35' in depth, or lowering the grade of the subject building below the roadway elevation.*

Masonry or natural stone are the preferred building materials **Fg. 7.160**

8) *The scale of buildings should transition to adjacent existing developments not anticipated to redevelop pursuant to the Specific Plan.*

9) *Walkway, stairway and balcony railings and other similar details should be visually substantial and stylistically consistent with the basic building design.*

10) *Mechanical equipment of all types, including swimming pool equipment, should be located to minimize impacts on adjacent uses. Air conditioning units should not be visible from public streets.*

11) *Exterior corridors and stairwells on multi-level buildings are strongly discouraged and should not be located adjacent to residential uses.*

12) *Guest rooms should be accessible from hallways within hotels over two stories. Avoid room entrances directly adjacent to parking lots or exterior walkways.*

13) *Roof terraces and gardens augment open space. Their design and location should encourage human occupation and use.*

Designs for open space should encourage activity | **Fg. 7.161**

3. Mixed Use Projects

a. Description

For the purpose of these guidelines, mixed-use projects are defined as developments that combine both commercial/office and residential uses or structures on a single lot or as components of a single development. The uses may be combined either vertically within the same structure or spread horizontally on the site in different areas and structures.

The primary design issue related to mixed use projects is the need to successfully balance the requirements of residential uses, such as the need for privacy and security, with the needs of commercial uses for access, visibility, parking, loading, and possibly extended hours of operation. There are two basic types of mixed-use projects. The first type is vertical mixed use, which is typified by residential use over commercial uses in the same building. The second, called horizontal mixed use, combines residential and commercial uses on the same site but in separate buildings.

Example of a vertical mixed-use project — Fig. 7.162

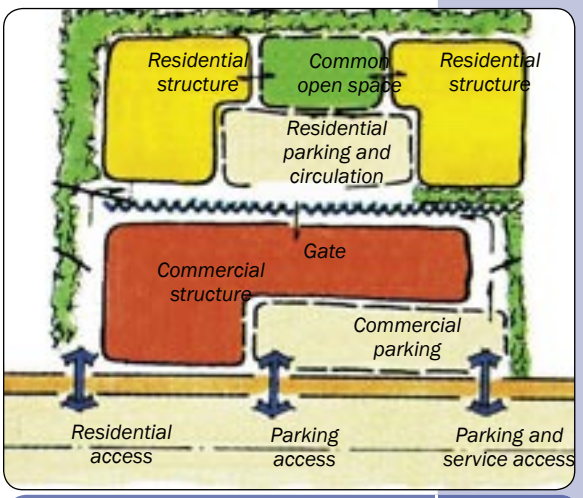
b. Site Organization

1) *Primary business and residential entrances should be oriented to the commercial street, though each use should have a separate entrance.*

2) *Separate site access drive and parking facilities should be provided for residential uses and commercial uses.*

3) *Projects should provide for connections with existing and future streets.*

4) *Principal access roads into new mixed-use development areas should be of similar scale as streets in adjacent residential neighborhoods.*



Conceptual layout for a small horizontal mixed-use project — Fig. 7.163

5) *Site access drives should incorporate distinctive architectural elements and landscape features that help to differentiate access to commercial parking areas from residential areas. Security gates should be considered for access to residential uses and residential parking areas, as well as to securing commercial parking areas when businesses are closed, except when a shared parking arrangement is in effect.*

6) *Private drives should be designed as pedestrian-friendly streets that are a natural extension of the surrounding neighborhood.*

7) *Minimize driveway width and pedestrian crossing distance at sidewalks.*

8) *If enclosed parking is provided for the entire complex, separate levels should be provided for residential and commercial uses with separate building entrances.*

9) *Outdoor dining, kiosks, benches, and other street furniture are encouraged to enhance street activity and interest.*

10) *Bike facilities should be designed into the development.*

c. Building Design

1) *The architectural style and use of materials should be consistent throughout the entire project. Differences in materials and/or architectural details should only occur where the intent is to differentiate between scale and character of commercial and residential areas.*

2) *Residential units should also be shielded from illuminated commercial signs.*

A variety of architectural details provide interest on the second level **Fg. 7.164**

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3) *Pedestrian connections between commercial and residential developments should be active and friendly.*

4) *Large blank walls should not face interior walkways.*

Outdoor dining provides activity for pedestrian connections **Fig. 7.165**

d. Special Requirements

1) *Neighborhood-serving uses (such as full-service grocery, drug, and hardware stores) are encouraged in mixed-use developments.*

2) *Loading areas and refuse storage facilities should be located as far as possible from residential units and should be completely screened from view from adjacent residential portions of the project. The location and design of trash enclosures should account for potential nuisances from odors.*

3) *All roof-mounted equipment should be screened. Special consideration should be given to the location and screening of noise generating equipment such as refrigeration units, air conditioning, and exhaust fans. Noise reducing screens and insulation may be required where such equipment has the potential to impact residential uses.*

4) *Open space intended for use by "residents only" may not be accessible from commercial areas. Open space and courtyards in commercial areas may be accessible to residential occupants and visitors.*

5) *Parking lot lighting and security lighting for the commercial uses should be appropriately shielded so as not to spill over into the residential area.*

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Residential buildings should create a consistent urban street wall | Fg. 7.166

4. Multi-Family Residential Projects

a. Description

Multi-family developments are higher density residential buildings, such as apartments, condominiums or townhomes. These types of developments are typically comprised of attached units with common facilities such as parking, open space, and recreation areas. This section provides general guidelines for the design of multi-family developments. The following guidelines supplement the design guidelines for the Village District and Urban Core District for instances where stand alone residential projects, as opposed to mixed-use projects, are allowed.

Upper floor balconies and windows overlooking the street are provided | Fg. 7.167

b. Site Planning and Design

1) *Internally focused residential developments are discouraged. Residential buildings should create a consistent urban street wall that defines the street edge, including street elevations that are especially visible and attractive.*

2) *Upper floor balconies, bays, and windows should be provided that overlook the street, enliven the street elevation, and communicate the residential function of the building.*

3) *Three dimensional design features, such as balconies and bays should be incorporated into the building design. Windows other than bays should be recessed behind the plane of the building to create shadow lines. Balconies should also be recessed and should have a minimum depth of six feet.*

4) *Roof form and height should complement a residential building's mass and articulation.*

Roof form should complement building mass and articulation | Fg. 7.168

5) *Where residential uses occupy the first floor, a shallow setback and minor grade separation between the first floor and sidewalk should be provided to promote privacy and to accommodate entry porches and stoops.*

6) *Consideration should be given for privacy relative to adjoining properties. Orient buildings and decks to maximize views while preserving the privacy of the surrounding neighbors.*

7) *Intensified landscaping, increased setbacks adjacent to other uses, and appropriate building orientation should be used to buffer or transition residential uses from incompatible adjacent uses.*

8) *Unless impractical due to physical constraints, alleys should be used for access to garages, parking spaces, and for other functions such as garbage pick-up.*

9) *The preferred location of parking is at the rear of lots, accessible from alleys or single-width driveways extending along the side of the lots.*

10) *Parking areas should be screened from public street views and surrounding residential areas.*

11) *Alternatives to solid paved driveways, such as brick, cobblestone, or interlocking pavers, should be encouraged.*

12) *Easily identifiable pedestrian connections should be provided from the street/sidewalk to key areas within or adjacent to the site.*

A shallow setback and minor grade separation may be appropriate **Fg. 7.169**

The preferred location for parking is at the rear of lots **Fg. 7.170**

Pedestrian connections should be easily identifiable from the street **Fg. 7.171**

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Entry porches and stoops should be provided | Fg. 7.172

Exterior stairways should be integrated into the building design | Fg. 7.173

Front and side yard landscaping is highly desirable | Fg. 7.174

c. Entries and Facades

1) *Multiple residential building entrances oriented toward the street should be provided in order to activate the streetscape. Main building entrances should be bold and easy to see and should provide transition from the public to private realm.*

2) *Entry porches and stoops should be provided as transitional spaces between the public sidewalk and the residential building and/or dwelling entrances; porches or stoops should not encroach upon a public sidewalk.*

3) *A combination of ornamental landscaping, water features, architectural elements, decorative walls, signs and/or enhanced paving should be incorporated into the project entry as accent features.*

4) *Exterior stairways should be architecturally integrated into the design of the building. Prefabricated stairs or railings are discouraged.*

5) *Contrasting colors may be used to accentuate building entry features and architectural details.*

d. Landscaping

1) *Landscaping should be used to:*
   - *Define areas such as building entrances, key activity hubs, focal points, and the street edge;*
   - *Provide screening for unattractive/ unsightly service areas; and*
   - *Serve as buffers between neighboring uses.*

2) *Front and side yard landscaping is highly desirable; additional paving in the front and side yard areas should be avoided whenever possible.*

3) *Specimen (36-inch box or larger) trees should be planted to assist new development in looking "established" as quickly as possible.*

4) *Flowering trees should be used to provide color and accentuate entryways.*

e. Utilitarian Areas

1) *Transformers should be placed underground to maximize safety and minimize visual impacts. When this location cannot be achieved, the transformers should be well screened and placed in the rear or side yard area, minimizing visibility from the public right-of-way.*

2) *Mechanical equipment, including gas and electrical meters, cable boxes, junction boxes and irrigation controllers, should be located within a utility room, along with the fire riser and roof access ladder. When this location cannot be achieved, these features should be designed as an integral part of the building on a rear or side elevation and screened from public view.*

3) *Common mailbox enclosures should be designed to be similar or complementary in form, material, and color to the surrounding residential buildings.*

4) *Enclosures should be unobtrusive and conveniently located for trash disposal by tenants and for collection by service vehicles. Enclosures should not be visible from primary entry drives.*

5) *Where feasible, a pedestrian entrance to the trash enclosure should be provided so that large access doors do not have to be opened.*

Flowering trees can provide color and accentuate entrances **Fg. 7.175**

Common mailboxes should complement the residential buildings **Fg. 7.176**

Trash enclosures should be decoratively screened from view **Fg. 7.177**

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Wall with columns and cap detailing is encouraged | Fg. 7.178

f. Walls and Fences

1) *A combination of elements, including decorative masonry walls, berms, and landscaping, should be used to screen objects at the ground plane.*

2) *Walls and fences should be designed with materials and finishes that complement project architecture, should be architecturally treated on both sides, and should be planted with vines, shrubs and trees.*

3) *Fences and walls should be constructed as low as possible while still performing screening, noise attenuation, and security functions.*

4) *Similar elements, such as columns, materials, and cap details, should be incorporated on perimeter walls that transition from one development to another.*

5) *All fences and walls required for screening purposes should be of solid material. Chain link fencing with inserts is strongly discouraged and should not be used.*

5. Environmental Sustainability Goals

a. Purpose

The City of Chula Vista prides itself on taking steps toward environmental stewardship. The Specific Plan sets forth goals for preserving and improving the natural and built environment, protecting the health of residents and visitors, and simultaneously fostering vibrant economic centers in the City. The purpose of this section is to enhance the public welfare and assure that further commercial and civic development meets the city's sustainability goals by incorporating green building measures into the design, construction, and maintenance of buildings. These green building practices should be used to help guide the transformation of aging and blighted areas and infrastructure into sustainable neighborhoods and villages. These transformed sustainable neighborhoods and villages should build on and compliment the positive components of each area's existing character and integrate these features into an environmentally and economically sustainable Chula Vista community.

Green building - many windows provide daylight and recycled linoleum **Fg. 7.179**

b. What is Green Building?

"Green Building" means a whole systems approach to the design, construction, and operation of buildings that encompasses the environmental, economic, and social impacts of buildings. Green building practices recognize the relationship between natural and built environments; seek to minimize the use of energy, water, and other natural resources; and provide a healthy, productive, indoor environment.

Green building design, construction, and operation can have a significant positive effect on energy and resource efficiency, waste and pollution generation, and the health and productivity of a building's occupants over the

life of the building. Green building benefits are spread throughout the systems and features of the building. Strategies may include the use of recycled-content building materials, designs that consume less energy and water, designs that have better indoor air quality, and the use of less wood fiber than conventional buildings. Construction waste is often recycled and remanufactured into other building products.

In recent years, green building design, construction, and operational techniques have become increasingly widespread. Many homeowners, businesses, and building professionals have voluntarily sought to incorporate green building techniques into their projects. A number of local and national systems have been developed to serve as guides to green building practices. At the national level, the US Green Building Council (USGBC), developer of the Leadership in Energy and Environmental Design (LEED™) Green Building Rating System, has become a leader in promoting and guiding green building.

c. The LEED™ Rating System

The LEED Green Building Rating System is a voluntary, consensus-based, market-driven building rating system that is based on commonly held environmental principles. The USGBC evaluates building environmental performance through the LEED rating system from a whole-building perspective, providing a standard for what constitutes a "green building". Established and implemented by the USGBC, LEED provides a series of best practice strategies that are undertaken by project teams in an effort to achieve formal certification. LEED attempts to strike a balance between established practices and emerging concepts and is thus a continuously evolving rating system. The system focuses on five main categories within which projects can earn credits toward

becoming certified: Sustainable Sites, Water Efficiency, Energy and Atmosphere, Materials and Resources, and Indoor Environmental Quality.

1) Sustainable Sites

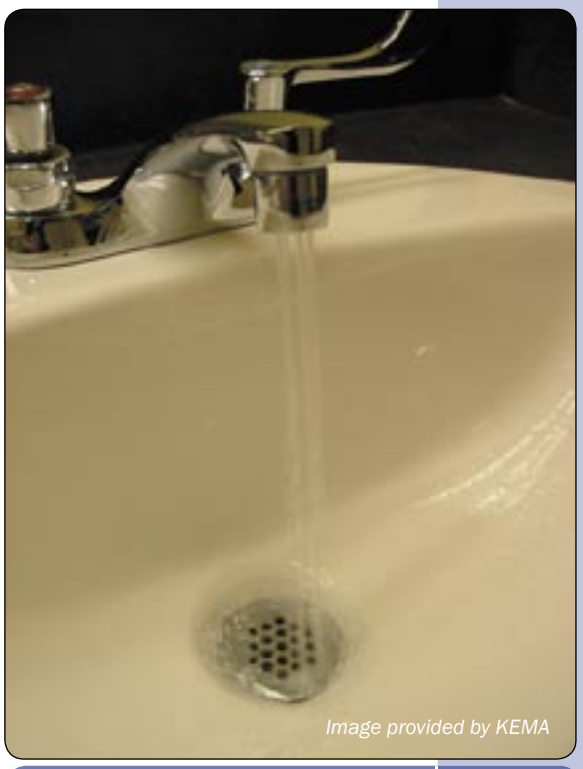
The intent of the Sustainable Sites section of LEED has two parts. First, the issue of where a building is located is considered. Sites that are preferred include urban infill sites; sites not located near threatened areas, greenfields or wetlands; habitats for endangered species; or sites that remediate brownfield sites. The second focus deals with ways to protect the site from future development, erosion, invasive species, and stormwater pollution. Other objectives of this section include strategies to minimize disruption of construction practices, reduce light pollution, provide alternatives to automobile use for commuters, and protect and/or restore sites.

2) Water Efficiency

Water quality and conservation are regulated by federal, state and local regulations, such as monitoring lead levels in drinking water and setting standards for low-flow water fixtures in buildings. The objectives of the Water Efficiency section of LEED are to push conservation to the next level by rewarding further reductions in municipally supplied potable water and minimizing landscaping irrigation.

3) Energy and Atmosphere

Commercial buildings consume 60% of the electricity generated in the US and account for approximately 40% of our total energy load and the associated green house gas emissions. The Energy and Atmosphere



Low flow water fixtures can be sustainable elements of buildings **Fg. 7.180**

recommendations in LEED include establishing energy efficiency and system performance goals, optimizing energy efficiency, supporting ozone protection protocols, and encouraging renewable and alternative energy sources. Projects that have incorporated these methods are proving that buildings can operate more efficiently (saving energy) and pollute less (emissions reductions), while at the same time providing pleasant, cost effective, and healthy spaces.

Cellulose is a green building material used in wall construction **Fg. 7.181**

4) Materials and Resources

Building materials affect the environment throughout the material's life cycle, from extraction to installation and disposal. LEED sets recommendations in the Materials and Resources section to reduce the amount of wasted materials in buildings, use materials with less environmental impacts, and recycle or reuse construction and demolition waste.

5) Indoor Environmental Quality

According to the US EPA, Americans spend an average of 90% of their time indoors; therefore, the quality of the indoor environment is crucial. Strategies recommended by LEED to improve the indoor environment include: establishing good ventilation; eliminating, reducing, and managing the sources of indoor pollutants; ensuring thermal comfort and system controllability; and providing for occupant connection to the outdoor environment through daylighting and individual controls.

d. Economics of Green Building

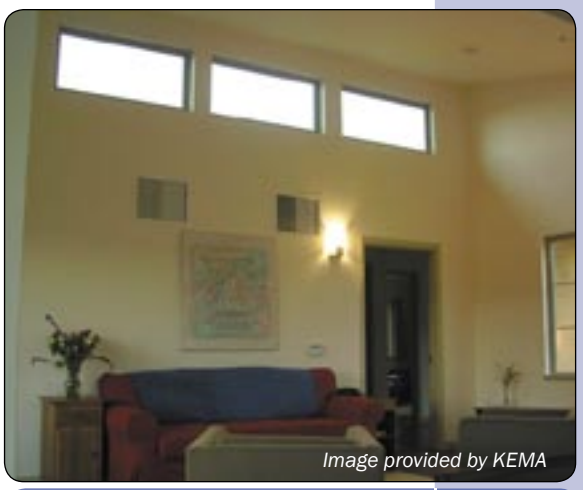
Green buildings are designed and operated to create healthier and more productive work,

learning, and living environments through the use of natural light and improved indoor environmental quality. From a fiscal perspective, sustainable buildings are cost-effective, saving taxpayers money by reducing operations and maintenance costs.

The cost to "green" a building can depend upon a variety of factors and assumptions, including:

- *type and size of project,*
- *timing of introduction of green methods/techniques as a design goal or requirement,*
- *composition and structure of the design and construction teams,*
- *experience and knowledge of designers and contractors or willingness to learn,*
- *clarity of the project implementation documents, and*
- *base case budgeting assumptions.*

In addition, the costs will vary, depending upon whether only capital costs are considered or if costs are calculated over the life of the building. Many building industry professionals maintain that if the stakeholder is committed at the project conception and the design and construction team has moderate sustainable design and construction experience, greening a building can be achieved on a conventional building budget. Projects throughout North America have already proven that taking an integrated approach to design can actually reduce construction and operating costs.



Integrate extra windows to provide daylight into the building design **Fg. 7.182**

e. *Integrated Design*

Green building is a whole-systems approach to the design, construction and operation of buildings. This approach benefits building industry professionals, residents, and communities by improving construction quality, increasing building longevity, reducing utility and maintenance costs, and enhancing

comfort and livability. Too often, design and building disciplines remain highly fragmented: developers and financers select (or are given) a site, architects design the building, mechanical and electrical engineers design HVAC and lighting, etc.

Integrated design aims to connect as many members of a project team as possible. At a certain critical point, it is possible to achieve significant cost savings compared to standard practice if integrated design is used. The options available during schematic design can easily include strategies such as simplifying a building's wall structure by changing the wall articulation to a flat wall with bolted-on overhangs and thick trim. Such a change can often save money and a lot of wood but would be costly to accomplish once construction documents were underway.

Integrating the design process on green buildings allows for creative solutions to complex problems. Questions can be raised and answered openly through a team meeting. New technologies or practices can be explored as a group, allowing enthusiasm, skepticism, and solutions to surface at the same time. Misconceptions can be cleared up, and changes to standard practice can be highlighted as a learning experience.

Some green building measures do cost more initially, but this additional cost needs to be evaluated in the context of the longer-term benefits provided, such as utility cost savings, better indoor air quality for residents, healthier job sites for workers, and longer building life. When considering green building measures, it is very important to balance upfront design, product and construction costs with these other significant benefits; this process of evaluating the long-term costs of design decisions is often referred to as "lifecycle cost analysis".

Solar panels are encouraged **Fg. 7.183**

f. Green Building Goals for Chula Vista

All newly constructed City-sponsored building in the Urban Core should incorporate sufficient green building methods and techniques to qualify for the equivalent of LEED Silver. City staff should work with residents, businesses, and other members of the community, including architects, builders, and contractors, to encourage private development within the City that uses green building methods and practices. Private developments are strongly encouraged to utilize green building practices through the use of established rating systems or guidelines. Recommended guidelines are:

Avoiding continuous paving is a sustainable landscaping design **Fg. 7.184**

- *Commercial offices (LEED-NC)*
- *Existing building renovations and ongoing maintenance (LEED-EB)*
- *Multifamily and mixed-use developments (StopWaste.org Multifamily Green Building Guidelines)*
- *Residential single-family developments (GreenPoints or NAHB)*

g. Design Principles

The Design Principles below will assist builders and developers to achieve the Specific Plan's sustainability goals. Appropriate application of these Principles will help builders or developers to distinguish their projects in the marketplace, save money, reduce plan processing and review time, and waste fewer resources, all while helping to preserve the environment.

1) Make Appropriate Use of Land

a) Prioritize site selection, orientation and development, with consideration for alternative transportation access, open space, landscaping, workplaces, schools, libraries, shopping centers and other community service infrastructure.

b) Locate and orient buildings to maximize solar gain and control of heating,

cooling and lighting. Each façade should respond to its respective solar and wind orientation. The north, east, south and west facades should not be identical in design.

c) Make sustainable building recommendations part of the schematic design process and initial project cost model. Use a cost estimator or contractor knowledgeable about sustainable design elements.

d) Use Whole Building Design and factor the synergistic relationships between building systems and building envelopes.

e) Use the greater of LEED or City facility policies as a guide, considering the future market value of the LEED label.

f) Make LEED Accredited Professionals, US Green Building Council membership/ participation/experience, Savings By Design and other environmental certifications, successful projects, experience or past proposals a part of the design staff and/or subcontractor evaluation process.

g) Establish cost of meeting LEED Certified and LEED Silver certifications along with associated payback periods. The rate of return on LEED or sustainable costs and outcomes should be compared to other cost centers and value engineering decisions.

h) Locate buildings and mix uses in a pattern that will enhance the symbiotic sharing of water, energy, flexible space, and transportation modes.

i) Utilize the building site as a functional and visible portion of sustainable design. Consider features such as rain water collection to be used for irrigation, stormwater detention and treatment, aesthetic trellises, etc.

A vegetated swale is a stormwater best management practice | Fg. 7.185

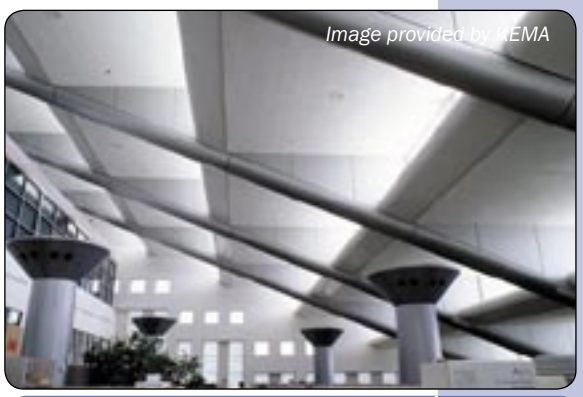
j) *Maximize passive heating and cooling through solar orientation, optimum building sizes, and room layouts.*
k) *Locate buildings to mitigate noise pollution and/or adjacent air pollution.*

2) Use Water, Energy, Lumber, Concrete/ Asphalt, and Other Resources Efficiently

a) *Incorporate water, energy, and material conservation strategies.*
b) *Give preference to reusable, recycled and rapidly renewable material choices in the pre-construction, construction, and occupancy phase of the building.*
c) *Strive for a self-sustaining property that is a net positive or zero consumer of natural resources over its lifetime.*
d) *Use water conserving plumbing fixtures that exceed current code standards by 20%.*

3) Enhance Human Health and Productivity

- *Design for the health and productivity of occupants with consideration for maximizing natural light acoustics and indoor air quality, electromagnetic fields, access to alternative transportation, exercise, natural habitats, and other complimentary land uses and infrastructure.*



Providing daylight in a company workspace can enhance productivity **Fg. 7.186**

4) Strengthen Local Economies and Communities

- *Promote mixed-use, clustering, symbiotic commercial land uses; distributed generation and district utility services; and technology infrastructure improvements.*

5) Restore and Protect Plants, Animals, Endangered Species and Natural Habitats

a) *Consider landscaped roofs, terraces, courtyards and street parking strips.*
b) *Consider vegetated swales and other stormwater best management practices that go beyond local code and seek to detain and treat stormwater prior to entering storm drains and/or water bodies.*

6) Protect Agricultural, Cultural, and Archaeological Resources

7) Enhance Quality of Life

a) *Make sustainable methods visible as an educational tool and brand opportunity.*
b) *Develop a maintenance strategy to keep all building mechanical, lighting and monitoring systems at optimal performance.*
c) *Promote healthy, productive and nurturing workplace and living spaces through the introduction of quality daylighting and by using low-toxic materials.*
d) *Provide access to the best available communications and transportation technology options.*

Landscaped roofs, terraces, and courtyards help manage stormwater | Fg. 7.187

8) Be Economical to Build, Operate and Occupy - Consumer Choice-Consumer Protection

a) *Take a holistic approach to design so that buildings spaces are multi-purposed and serve many functions.*
b) *Limit risk through Future Proofing. Create buildings that will respond to rapid change in our society, including volatile energy and water costs.*
c) *Use attractive and durable natural surfaces that demonstrate life cycle cost effectiveness.*

d) *Whenever possible, establish a design that provides each tenant or occupant with control over their energy, water and trash costs.*
e) *Whenever possible, provide "smart," individual meters or sub-meters and fee policies that reward water conservation, source reduction, reuse and recycling.*
f) *Use metered water, electricity and gas for all tenancies. Create awareness of energy use through a graphic display system providing real-time readouts in homes or in multi-family building lobbies.*
g) *Reduce demand first. Prioritize expenditures to reduce demand for energy, water and materials.*
h) *Brand and market the project's sustainable environmental benefits to occupants: operational savings, lifecycle affordability, health and productivity benefits.*
i) *Provide "Welcome Package and Sustainable Operator's Manual" to explain green systems, material care, cleaning products, etc. to all tenants and building operators*
j) *Develop a "Green Housekeeping" Janitorial Program for all tenant spaces and buildings, utilizing environmentally sensitive materials and methods (City has a toxic free policy that could be used as a model).*
k) *Design real estate marketing materials to highlight sustainable features and their contribution to livability and operational efficiencies.*

In short, all projects should strive for Future Proof Buildings that have the capacity to respond to rapid changes in our society such as volatile energy and water costs, changing transportation demands, and emerging mixed residential and commercial land uses. Create a green building brand that markets sustainability as a quality of life component, and where operational cost effectiveness benefits can build on the existing neighborhood character and integrate these buildings into one environmentally and economically sustainable Chula Vista community.

6. Site Design Considerations Adjacent to Interstate 5

The smart growth principles of the Specific Plan have focused a majority of potential new housing and mixed-use areas in close proximity to the two trolley stations within the Urban Core District. While this location provides significant benefits by reducing long commute trips to other residential areas of the City, it also results in housing adjacent to Interstate 5, a heavily traveled freeway.

Significant mobile source emission reductions mandated by the federal and state government are expected to occur over the next 5 to 15 years. However, due to the concern over health impacts to residents from highly traveled roads, the California Air Resources Board (CARB) issued the Air Quality and Land Use Handbook (2005) which provides guidance to land use decision-making bodies relative to siting new uses near various air pollution sources, such as freeways. The Handbook recommends a 500-foot separation between freeways and "sensitive receptors" such as homes and schools. This recommendation is based on scientific studies, which found that the highest emissions were in the area within approximately 350 feet of a freeway and that the emissions had dispersed to background level by about 1000 feet. However, the Handbook also acknowledges that land use authorities need to balance this recommendation with a myriad of other issues such as provision of housing, transportation needs, economic development priorities, and other quality of life issues.

The following site design measures must be considered in conjunction with the advisory recommendations in the Handbook and implemented where possible.

- *Siting of new or expansion of existing schools or day care centers within 500 feet is not allowed in accordance with existing State law.*
- *Siting of new residential uses within 350 feet of the centerline of the freeway should be avoided to the extent possible.*

- *In mixed-use areas, where possible "non-sensitive uses" (e.g., commercial, retail, and office) should be sited closest to Interstate 5. Residential uses should be located on the upper stories and tiered back from Interstate 5 and should preferably be outside the area within 350 feet of the centerline of the freeway.*

- *For proposed residential uses in the area between 350 feet and 500 feet from the centerline of the freeway, every effort should be made to consolidate parcels to create more flexibility in site design with a goal of minimizing residential uses within this area.*

- *In the event that such design cannot be achieved or parcel size does not allow flexibility in site design, mechanical and structural measures, such as air conditioning with special filters, etc., should be incorporated into building design and construction techniques.*