CITY OF CHULA VISTA

Development Services Department
Planning Division | Development Processing

APPLICATION - TEMPORARY SALES / PROMOTIONAL EVENTS / TEMPORARY SIGNAGE

STAFF USE ONLY
Permit #: _____
Submittal Date: _____
Staff: _____
☐ Approved ☐ Not Approved

Permit Request:

☐ Temporary Outside Sales (see attached guidelines)
☐ Promotional Event (see attached guidelines)
☐ Temporary Sign (see attached guidelines)

Application Information

Applicant Name _____ Phone _____
Address _____ e-mail _____

Subject Property Information

Address _____ Permit Start Date _____ End Date* _____
Assessor s Parcel _____ * Must remove items and/or promotional signs on end date
Hours of Operation _____ Business Lic # _____
Subject Property ☐ Own ☐ Rent

Description _____

☐ Building (separate permit required)
☐ Electrical generators - kw * _____
☐ Structure - type _____
☐ Fire (separate permit required)
☐ Canopy/tent - size* _____
☐ Police (approval required)
☐ Live Entertainment
☐ Alcohol Served

* Generators less than 10kw do not require a Building permit and canopies/tents 400 square feet or less do not require a Fire permit

_____ Meets Outside sales development standards (per attached CVMC 19 58 370(B))
_____ Meets Traffic/Site distance requirements (per attached site plan)

Promotional Signs ☐ Yes ☐ No

Number of Signs: _____ Type: ☐ A-Frame ☐ I Frame ☐ Window ☐ Banner ☐ Other
Dimensions: ____ x ____ ; Square Feet _____ Locations(s) _____
(Please Provide Site Plan)

Check if property owner letter of authorization provided ☐

Applicant Name _____ Property Owner Name _____
Print Print

_____ _____
Signature Signature

276 Fourth Avenue | Chula Vista | California | 91910 | (619) 691 5101

Form TSSE Rev 05.13

APPLICATION - TEMPORARY SALES / PROMOTIONAL EVENTS / TEMPORARY SIGNAGE

PURPOSE

To provide guidelines to process a permit application for temporary outside sales, promotional events or temporary promotional signs held on private property in certain commercial and industrial zones, and on property owned by institutional or religious organizations within the City of Chula Vista

TEMPORARY OUTSIDE SALES EVENT

Temporary outside sales is for businesses wanting to display and sell merchandise customarily sold in the store on the premises Staff will review and approve or modify the requested hours of operation and may require conditions as outlined in CVMC 19 58 370(B)(1), necessary to reduce possible detrimental effects to the surrounding area, and to protect the public health, safety and welfare of the community Selling items not associated with the existing business on the premises is prohibited

PROMOTIONAL EVENT

Promotional events promote an event, product, merchandise or other promotion including, but not limited to grand openings, change of business ownership, business anniversaries and other events on private, nonresidential property Staff will review and approve or modify the requested hours of operation and may require conditions necessary to reduce possible detrimental effects to the surrounding area, and to protect the public health, safety and welfare of the community

Process:

Submit a completed application, two (2) site plans and required fee for review 15 business days prior to the event start date The site plan must show the location of the event, promotional items and associated signage (see Temporary Promotional Signs) The application will be reviewed by Development Services and Fire Department staff at the Development Services Counter (Building and Fire may require additional permits for items such as generators, tents, canopies and other temporary structures, which are processed separately) If the event includes alcohol consumption and/or live entertainment, Chula Vista Police Department approval is required Inspections by Building and Fire may be required and are scheduled at the time of permit issuance

Events can be for a period of twenty-four (24) days in any calendar year, but not exceeding seven (7) consecutive days Not more than six (6) permits a year can be issued to any one business or shopping complex A minimum of 30 calendar days between commencement dates for multiple events is required Exceptions may be made by the Director of Development Services for temporary holiday sales (i e Christmas tree and pumpkin patch lots)

TEMPORARY PROMOTIONAL SIGNS

Temporary Promotional signs are permitted for any business to promote an event, product, merchandise or other promotion not to exceed 60 consecutive days in a calendar year Signs may be A and I frame signs, on paper, cardboard, plastic or fabric The signs are limited to a location on the premises of the business or entity having the event The number and location of the signs cannot create a traffic hazard because of the distractive character to motorists of any sign or the cumulative effect of all the signs on the lot, nor can any sign unreasonably obscure existing signs on adjacent properties Only one freestanding sign may be allowed on each street frontage Such sign cannot be more than eight feet in height or contain more than forty square feet of sign area Other signs may be allowed subject to Zoning Administrator approval Signs cannot exceed two (2) square feet of lineal street frontage of the sales area

FEES

The application shall be accompanied by a fee established by the Master Fee Schedule to cover the cost of processing the application

19.58.370 Outside sales and display – Permanent and temporary.

A. Permanent. The permanent outside sales and display of merchandise, including vending machines of all types and coin-operated amusements, shall be permitted only when included as part of an approved site plan subject to the conditions herein. Service stations are subject to the provisions of CVMC 19.58.280.

1. The following items shall be considered for outside display:

   a. Vending machines of all types;

   b. Coin-operated amusements, excluding games such as pinball machines;

   c. Vehicles of all types, including boats;

   d. Magazines, newspapers and books;

   e. Flowers, including artificial;

   f. Art displays;

   g. Plants;

   h. Model storage buildings, patios and additions;

   i. Any other item which is determined by the Planning Commission to be of the same general character;

   j. Any other item specifically approved by the Planning Commission to be displayed in an area specifically designed for said merchandise.

2. Conditions.

   a. Vending machines and coin-operated amusements shall whenever possible be within an enclosed area or structure specifically designed to accommodate said items;

   b. The outside display shall not interfere with pedestrian or vehicular circulation;

   c. Model storage buildings, patios and additions shall not be located in any area facing a major or collector street, or at the main entrance to the building;

   d. Plants shall be the only items in a plant nursery visible from the street;

   e. No outside display shall be of such size or quantity as to alter the architectural appearance of the building;

f A 10-foot landscaped area shall be provided between vehicle display areas and the street Any item not located within a building or solid enclosure shall be deemed to be outside display and subject to the conditions herein.

3. The following merchandise shall be expressly prohibited from outside display:

a Furniture;

b Clothing;

c Appliances;

d. Play equipment;

e Dry goods;

f Soil additives;

g. Tires, excluding service station as provided herein;

h Used goods, except as provided herein.

B Temporary. Temporary outside sales and display of merchandise for a period of 24 days in any calendar year, but not exceeding seven consecutive days, may be permitted upon approval of a temporary outside sales permit by the Director of Development Services Not more than six permits a year shall be issued to any one business or shopping complex. Notwithstanding the foregoing, the Director of Development Services shall allow temporary holiday sales (e.g., Christmas tree and pumpkin patch lots) to exceed seven consecutive days; provided, that all other requirements of this section are met. Each such permit shall be accompanied by the required filing fee(s) established by the master fee schedule.

Applications shall be submitted a minimum of 15 business days prior to the requested commencement date. The applicant shall submit a completed application and two site plans showing the location of the proposed outside sales or promotional display area. The plan shall include sufficient information to ensure that the display and sales will be conducted in a safe and proper manner and will not obstruct traffic or cause a hazardous condition based on the standards adopted by the City. The permit shall designate the commencement and termination dates

1. Other Required Conditions.

a. There shall be a minimum of 30 days between the commencement dates when multiple events are requested.

b Temporary outside sales are prohibited in residential, C-O, C-N and C-V zones.

c. The sales area shall maintain a 25-foot setback from the street when within an area designated for parking. Promotional items shall not be located in the front setback

d. The sales area may utilize a portion of required parking to a maximum of 20 percent.

e. The sales area shall not interfere with the internal circulation of the site

f. Pennants may be used only for safety and precautionary purposes.

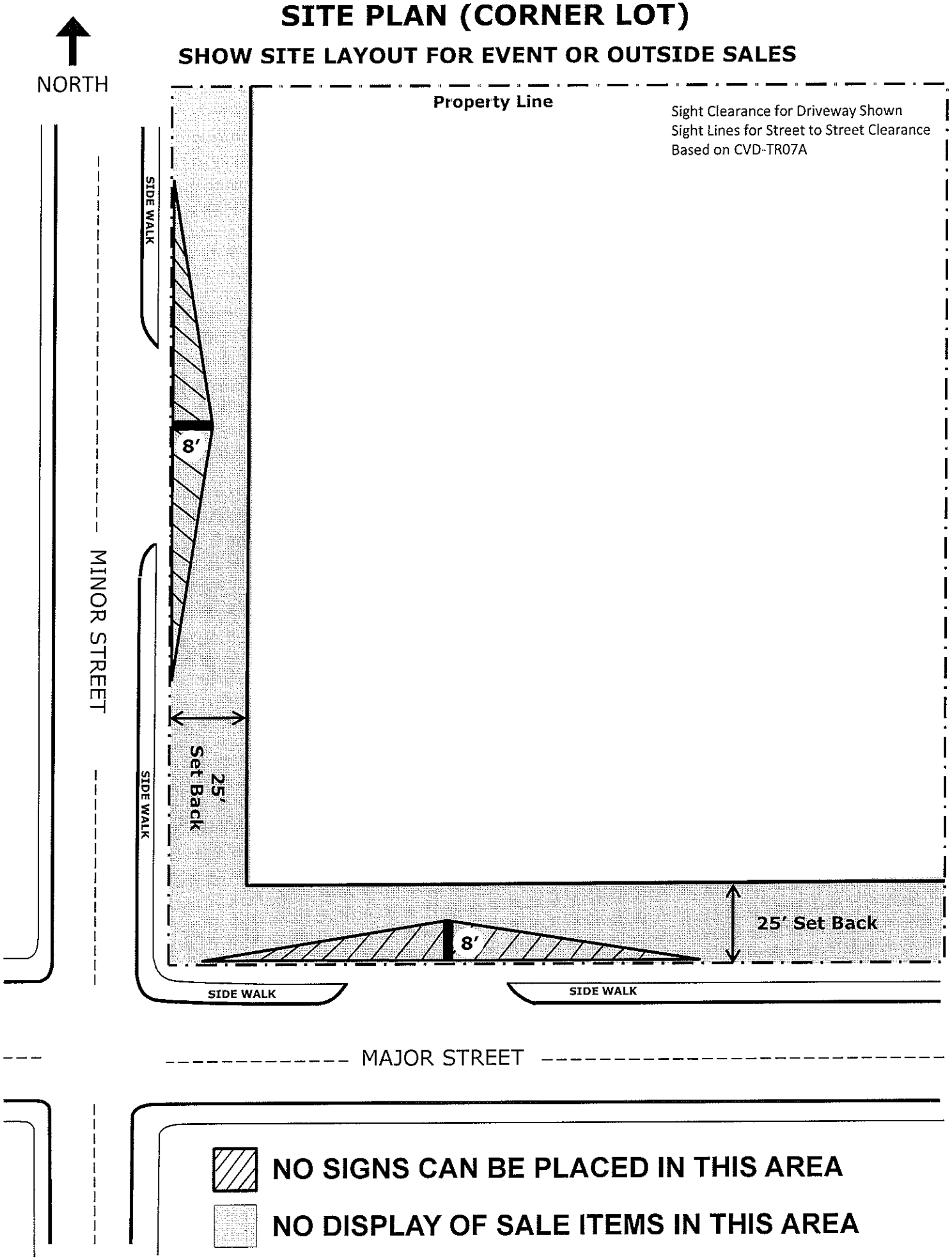
g. The sales area shall be kept in a neat and well-kept manner at all times

h. Temporary promotional signs shall be regulated by CVMC 19.60.500(C).

i. Only merchandise customarily sold on the premises shall be considered for temporary outside sales and display; provided, that all other requirements of this section are met, the Director of Development Services shall make an exception for temporary holiday sales (e.g., Christmas tree and pumpkin patch lots). (Ord. 3256 § 1 (Exh. A), 2013; Ord. 3153 § 2 (Exh. A), 2010; Ord. 2506 § 1, 1992; Ord. 2011 § 2, 1982; Ord. 1436 § 3, 1973; Ord. 1356 § 1, 1971; Ord. 1212 § 1, 1969; prior code § 33.901(B)(37))

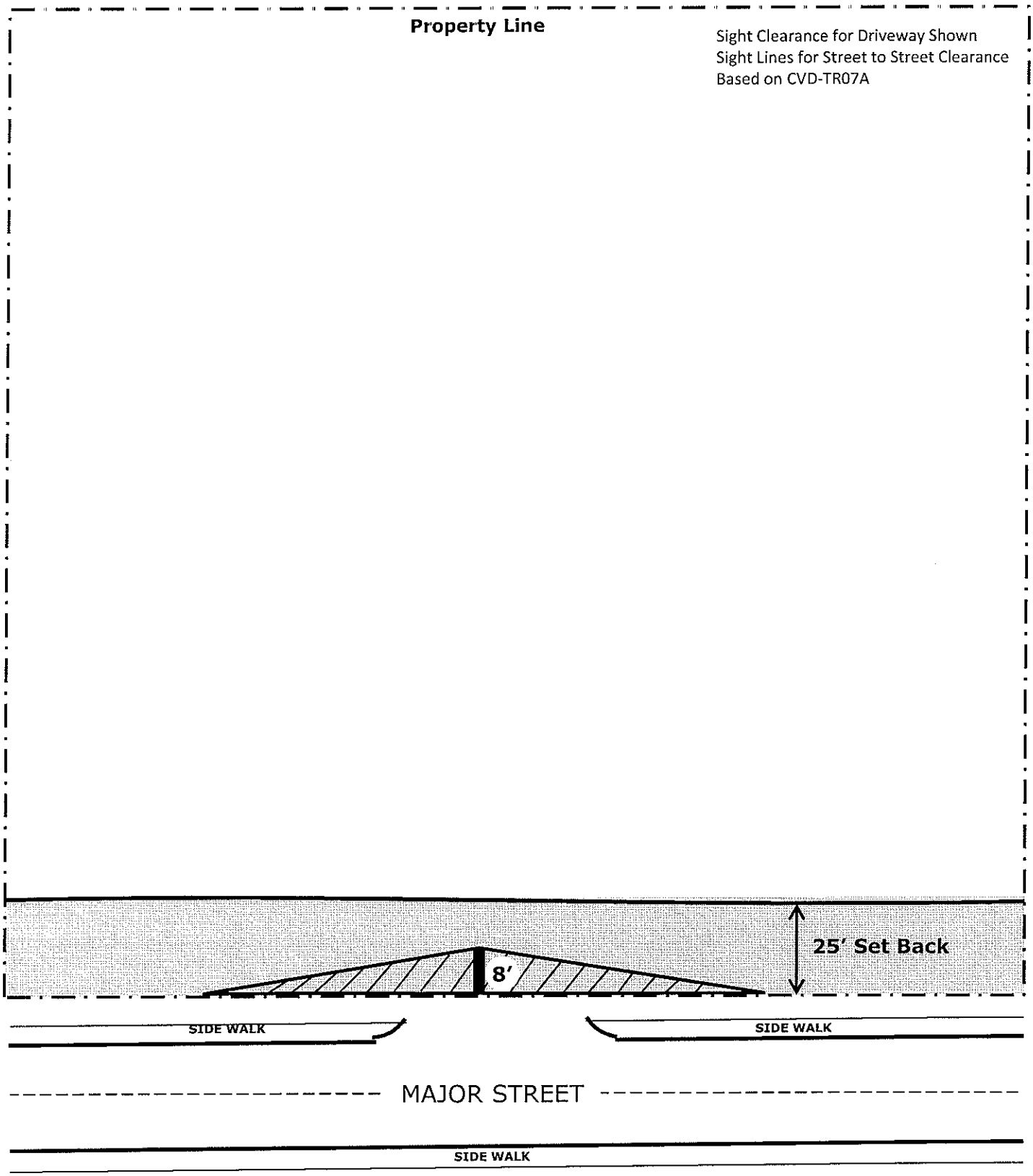
SITE PLAN (CORNER LOT)

SHOW SITE LAYOUT FOR EVENT OR OUTSIDE SALES



SITE PLAN (INTERIOR LOT)

SHOW SITE LAYOUT FOR EVENT OR OUTSIDE SALES



NO SIGNS CAN BE PLACED IN THIS AREA

NO DISPLAY OF SALE ITEMS IN THIS AREA

NORTH

PROCESS FLOWS

TEMPORARY SIGNS (Banner only)

CUSTOMER ---------->DST---------->CUSTOMER

TEMPORARY SIGNS (Ground)

CUSTOMER-------->DST---------->BLDG---------->DST ---------->CUSTOMER

TEMPORARY SIGNS + EVENT

CUSTOMER-------->DST-------> BLDG---------->FIRE---------->POLICE---------->DST--------->CUSTOMER
(Alcohol/Live Ent/Amp Music)

TEMPORARY OUTSIDE SALES AND/OR PROMOTIONAL DISPLAY (with or w/o signs)

CUSTOMER-------->DST-------->BLDG---------->FIRE---------->POLICE---------->DST--------->CUSTOMER
(Alcohol/Live Ent/Amp Music)

Precise Plan
Initial plan ..... Full cost recovery
Initial deposit $10,000

Plan modification ..... Full cost recovery
Initial deposit $5,000

Sectional Planning Area (SPA)/ Specific Plan
Initial plan ..... Full cost recovery
Initial deposit $20,000

Plan modification ..... Full cost recovery
Initial deposit $20,000

TENTATIVE SUBDIVISION MAP AND CONDOMINIUM CONVERSIONS

Tentative subdivision map ..... Full cost recovery
Initial deposit, minor (≤ 50 lots) $10,000
Initial deposit, major (> 50 lots) $20,000

Condominium Conversion ..... Full cost recovery
Initial deposit $15,000

SIGNS

Planned Sign Program, Application and Modifications
Sign Program, administrative $3,400

Sign Program, public hearing ..... Full cost recovery
Initial deposit $5,500

Sign Permits
Planned Sign Program, per sign $175
Non-planned Sign Program, per sign $175

ZONING

Rezone application ..... Full cost recovery
Initial deposit $10,000

Zoning Compliance Review
Application submitted prior to establishment of a new or changed use of any land or building $48

Application not submitted prior to establishment of a new or changed use of any land or building $96

OTHER PERMITS

Large family daycare permit/extension $375

Temporary outside sales permit ..... $300 X

Promo events on private property ..... $450 X

Official Zoning Letter, per letter $175

Site Plan and Architectural Review $2,200

Pre-Application/ Pre-Submittal Review
Pre-Application review services are available on a full cost recovery basis (per conference). The applicable hourly rates by work group are listed below.

Development Planning staff, per hour $191
Long Range Planning staff, per hour $188
Land Development staff, per hour $133
Building staff, per hour $148
Fire Prevention staff, per hour $133

Pre-submittal/ Completeness Review $175

Historic Designation
Application for Historic designation $2,800
Application for Mills Act status $3,700
Historic sign fee $700

Historic District formation ..... Full cost recovery
Initial deposit $4,000

Certificate of Appropriateness ..... Full cost recovery
Initial deposit, minor $1,000
Initial deposit, major $2,000

1. Substantial Conformance Review

Administrative $1,500

2. Violations/After-the-fact Submittals

The fee required for applications subsequent to a violation of Title 19 of the CVMC shall be double the amount that would normally be required. Such double fee shall not be construed as a penalty, but shall be construed as an added fee required to defray the additional expense of investigation and enforcement by the City as a result of failure to comply with the provisions of the title. If the normal application requires a deposit, the normal deposit is also double.

CITY OF CHULA VISTA

DEVELOPMENT SERVICES DEPARTMENT
BUILDING DIVISION
276 Fourth Avenue Chula Vista CA 91910
619-691-5272 619-409-5428 FAX

FORM 4625

SPECIAL EVENT WORKSHEET

ACTIVITY NUMBER:

ADDRESS:

MINIMUM SUBMITTAL REQUIREMENTS

GENERATORS

- ☐ Site Plan (Identify location of all generators)
- ☐ Installation manuals, manufacturer's product information, testing agency approvals, cut sheets, etc.

TEMPORARY POWER POLES

- ☐ Site Plan (Identify location of all power poles)
- ☐ SDG&E Work Order

BLEACHERS/GRANDSTANDS/PLATFORMS/STAGES/TOWERS

Three complete sets of fully dimensioned, drawn to scale plans which include all of the following:

- ☐ Plot/Site Plan (Identify all items/activities)
- ☐ Structural framing plans & details (when applicable)
- ☐ Plans demonstrating compliance with disabled access requirements

Two copies of the following:

- ☐ Structural calculations (when applicable)
- ☐ Installation manuals, manufacturer's product information, testing agency approvals, cut sheets, etc
- ☐ Approved Health Department Plans (if food service business)

EVENT/APPLICANT INFORMATION

Event Address:		Parcel #:	
Event Name:		Event Date(s):	
Applicant:		☐ Agent for Owner	☐ Agent for Contractor
Address:	City:	State:	Zip Code:
Phone #:	Fax #:	E-mail:	
Owner:		Phone:	
Address	City:	State:	Zip Code:
Contractor:	Phone:	Fax #:	
Address:	City:	State:	Zip Code:
Chula Vista Business License #:	State Contractor's License #:	Class:	Expires:

SCOPE OF WORK

PERMIT FEES

Description	Permit Fees
☐ Electric Generators only (greater than 10 kw)	$271.81
☐ Temporary power poles only	$234.75
☐ Bleachers/Grandstands/ Platforms/Stages/Towers **PLAN CHECK REVIEW TIME: 2 WEEKS**	Intake Fee: $264.00 plus Plan Check & Inspection Fees @ $185.33 per hour, each

Educational Occupancies[6]
Less than 50 persons $185
Each additional 50 persons (or fraction thereof) in excess of 50 persons $45

FIRE COMPANY INSPECTION PROGRAM

Fire Company Inspection Program fees apply to all business and mercantile occupancies that do not have other annual Fire Department permits.

0 – 1,000 SF $45
1,001 – 5,000 SF $65
5,001 – 10,000 SF $90
> 10,000 SF $135

FIRE *

TEMPORARY OPERATIONAL PERMITS

1. Special Events[7]

Temporary operational permit shall be required to conduct a movie production, carnival, circus, parade float, street fair, or similar activity and shall be accompanied by fees as set forth herein (initial review of weekly farmers' markets subject to reimbursement at full cost recovery).

Base permit fee $160
Other Fire Code permits, per category (part of the special event) $20
Special event inspection, 1st hour (minimum) $90
Special event inspection, each additional quarter hour increment $20

2. Exhibits and Trade Shows[8]

Temporary operational permit shall be required to operate an exhibit and/or trade show and shall be accompanied by fees as set forth herein.

Base permit fee $160
1 – 15,000 SF $135
15,001 – 30,000 SF $185
30,001 – 60,000 SF $230
60,001 – 150,000 SF $275
150,001 – 300,000 SF $370
> 301,000 SF $465
Other Fire Code permits, per category (part of the exhibit or trade show) $20

3. Explosives or Blasting Agents

Temporary operational permit shall be required for the manufacturing, possession, use, storage, and/or transportation of explosives and blasting agents and shall be accompanied by fees as set forth herein.

Each occurance/ annually $275

4. Fireworks

Temporary operational permit shall be required for the manufacture, display, storage, or use of pyrotechnic special effects material and shall be accompanied by the fees as set forth herein.

All line items are additive to the base fee. Base fee does not include inspection effort.

Base fee $90
Inspection, up to 2 hours $185
Additional fee per hour, inspections in excess of 2 hours $90

5. Live Audience

Temporary operational permit shall be required to install seating or have permanent seating arrangements for live audiences (such as concerts and the like). Inspection services to be provided during business hours (non-overtime).

Live audience inspection, per hour, 1 hour minimum $90
Live audience inspection, each additional quarter hour increment $20
Other Fire Code permits, per category (part of the live audience) $20

6. General Use Certificate

General use certificate shall be required for each new business within the City of Chula Vista that is applying for a business license (with a physical address).

Certificate $135

7. Occupancy Verification/ Determination

Occupancy verification/ determination shall be required for all businesses requesting an occupancy verification/ determination inspection and written confirmation from CVFD

Verification/ Determination $185

[6] Fees for Educational occupancies does not apply to public schools. Fees do apply to private schools including, but not limited to, pre-schools and day cares.
[7] All line items are additive to the base fee. Base fee does not include inspection effort.
[8] All line items are additive to the base fee. Base fee does not include inspection effort.