

# *Planning Area 12 Freeway Commercial-2 Master Precise Plan*

*Otay Ranch*

*June 1, 2016*









# *Planning Area 12 Freeway Commercial-2*

**DRAFT**  
**June 1, 2016**

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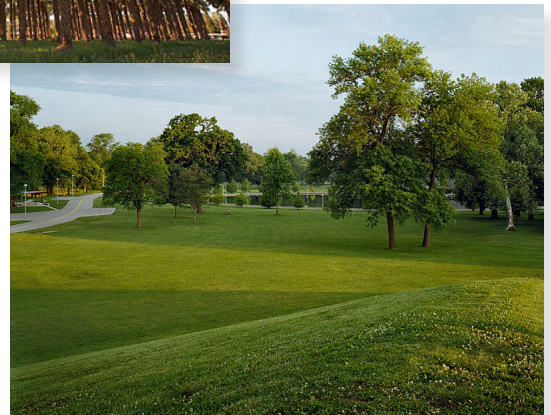
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## Planning Area 12 Freeway Commercial-2 Master Precise Plan

### *I. Introduction*



*I. Introduction*



## I. INTRODUCTION

### A. BACKGROUND AND PURPOSE

The Otay Ranch Freeway Commercial Center represents a southward and eastward extension of the initial development approved in Otay Ranch Sectional Planning Area (SPA) One, containing Villages 1 and 5. It also represents an eastward extension of Village 6 and a westward extension of Village 11. Additionally, the Freeway Commercial Center is an extension of the urban development approved and constructed in the Eastlake Planned Community, located immediately to the north.

The Freeway Commercial SPA was originally envisioned to be the freeway commercial component of the regional commercial, cultural, social, and public services center of the Eastern Urban Center (EUC). It was also the freeway commercial area in the heart of Otay Ranch as established in the Otay Ranch General Development Plan (GDP).

In 2001, a GDP amendment separated the EUC and Freeway Commercial components into separate planning areas. In September 2004 the Freeway Commercial SPA Plan was adopted and entitled approximately 1,214,000 s.f. of commercial uses: 867,000 s.f. on Freeway Commercial South, or "FC-1", and 347,000 sf on Freeway Commercial North, or "FC-2". In 2006, the Otay Ranch Town Center Mall was constructed on FC-1.

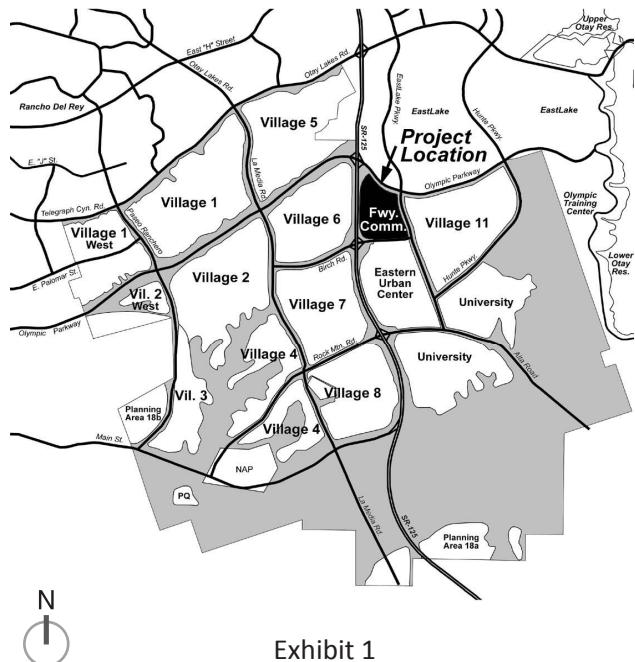


Exhibit 1  
Location Map

*I. Introduction*

In 2007, SPA amendment was approved which raised the total commercial area allowed on FC-1 from 867,000 sf to 960,000 sf.

In 2015, due to the changed conditions of development, including economic environment and housing market, a General Plan amendment and Otay Ranch General Development Plan amendment were approved for FC-2 site adding residential land use to the existing freeway commercial.

Today, the FC-2 site remains vacant and undeveloped.

The proposed project establishes a unified, walkable, mixed-use plan for the FC-2 site in Planning Area 12 of Otay Ranch. It is intended to enhance living, working, shopping, and transit options in the area.

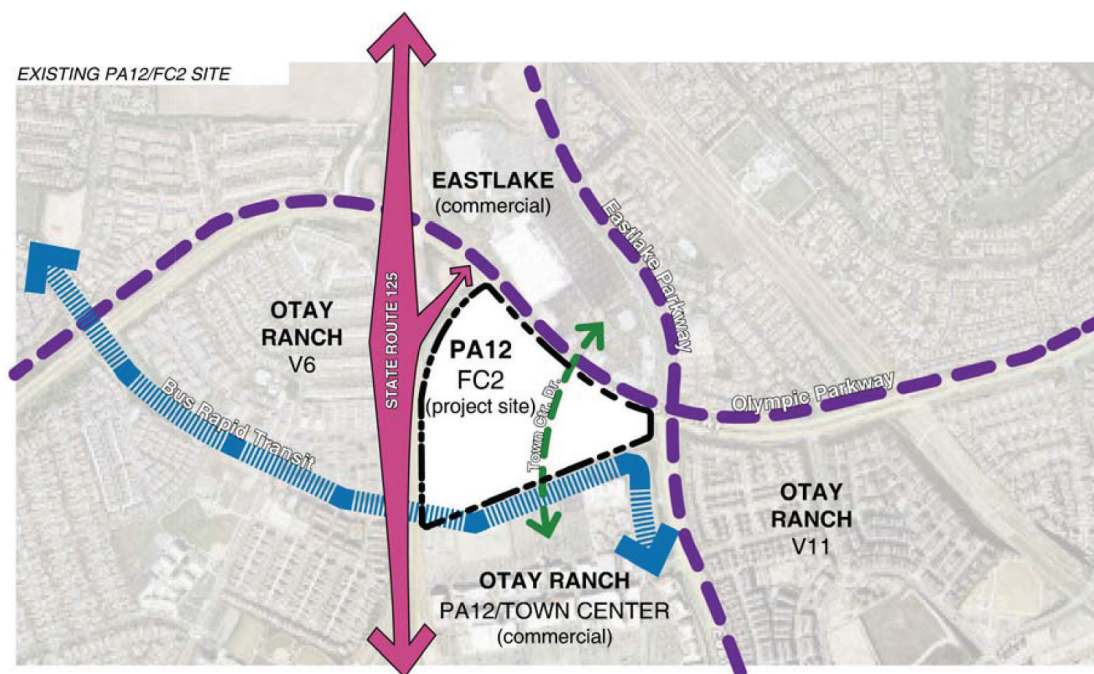


Exhibit 2  
Existing PA-12 / Otay Ranch FC-2 Site

This Master Precise Plan, required by the Freeway Commercial SPA Plan, provides the entitlement bridge that links the approved policies and land use designations of the Freeway Commercial SPA Plan with subsequent project-level approvals. It serves as a framework document by which future projects are evaluated in accordance with the Application and procedures for site plan and design review as specified in Chapter 19.14.420 et. seq., Chapter 19.14.581 et. seq. CVMC and Chapter III of the Freeway Commercial SPA Design Plan.

## **B. PLANNING CONCEPT**

The proposed project establishes a unified, walkable, mixed-use plan for the FC-2 site in Planning Area 12 of Otay Ranch. It is intended to enhance living, working, shopping, and transit options in the area. Site uses are located to engender project goals, and enhance the viability of proposed uses. As a result, the amount, and location of the uses has been prioritized in the site planning process. Site planning responds to commercial needs by locating retail uses along existing Town Center Drive. This location provides the commercial uses with optimal visibility from the street, and sets it as a gateway to the Otay Ranch Town Center Mall. This is crucial to the viability of retail/commercial uses within the planning area. With visibility and access from surrounding roadways holding equal importance for hotel uses, the hotels are located in the northwest corner of the site that enjoys visibility from SR-125 and Olympic Parkway.

Residential uses are located on the southwest and

I. Introduction

eastern portions of the site. This provides direct adjacency to the Otay Ranch Town Center Mall. The location is also proximate to Otay Ranch Village 6 which includes neighborhood serving uses such as parks and schools. Additionally, with the construction of the BRT bridge, a pedestrian connection will exist shortening the walk to these uses to less than a 1/4 mile. The close proximity to these neighboring uses, as well as to commercial uses within FC-2, encourages residents to walk to these uses, rather than drive. The proposed residential uses are also within a short walk, less than half of a mile, of the proposed BRT transit stop along Eastlake Parkway



Exhibit 3  
Site Plan Concept

at the Otay Ranch Town Center Mall. This further encourages residents to reduce automobile use in favor of walking and transit. Although residential uses are adjacent to SR-125, buildings will be set back from the western property line to minimize the effects of the freeway. Additionally, the freeway is located well below the level of the residential pad. To create a pedestrian friendly environment and encourage residents to walk, pedestrian sidewalks and pathways will connect residential, hotel, and commercial uses to each other and the Town Center Park. Architecture will be complementary across all uses to further establish a cohesive site design.

### C. RELATED DOCUMENTS

The General Development Plan (GDP)-defined “village” is guided by several documents which provide increasing levels of detail for implementing the goals, objectives, and policies established by the Otay Ranch GDP, Overall Design Plan, and subsequent Freeway Commercial SPA Plan and Design Plans. The Otay Ranch GDP and Overall Design Plan provide community-wide land use designations, policies, and design guidance. The Freeway Commercial Design Plan on the other hand, addresses the design issues particular to this subarea and further refines village identity and character by addressing design issues that are site specific and related to land use, circulation, landscape and architecture for the Freeway Commercial Planning Area.

Together these documents guide development proposed for the planning area and provide a specific design framework that bridges the gap between the Otay Ranch GDP and individual precise plans.



Planning Area 12 Freeway Commercial-2 Master Precise Plan

*II. Design Review Process*



*II. Design Review Process*



## II. DESIGN REVIEW PROCESS

### A. INTRODUCTION AND SUMMARY

The design review process for FC-2 of Otay Ranch PA-12 involves a two-part, integrated procedure: design review and approval by the master developer, and Design Review and approval by the City of Chula Vista. The emphasis of this document is on City review of Design Review submittals following the adoption of this Master Precise Plan.

### B. MASTER PRECISE PLAN

The City of Chula Vista requires preparation and approval of a Design Review Application (site plan, architectural and landscape review) for all development within the Project. The Master Precise Plan, in conjunction with the SPA Plan and Design Plan, establishes the framework for evaluating these proposals. Individual site plans may vary from the conceptual designs presented in this Master Precise Plan, subject to Design Review.

Design Review Applications within Planning Area 12 shall be administered following the standard procedures for Design Review as set forth in the Freeway Commercial Planning Area PC District Regulations, Village Design Plan, Chula Vista Design Manual and Zoning Ordinance, except as modified or supplemented in this text.

An application for approval of a Design Review application shall be accompanied by all required maps and data that identify the elements of development as listed in Chula Vista Design Manual and Section 19.14.450 of the Zoning Ordinance. All Design Review submittals shall also include materials that demonstrate consistency with the Master Precise Plan Illustration (see Section III), and Design Review Checklists (see Section IV).



### C. DESIGN REVIEW

In general, Design Review submittals shall be processed according to the procedures established for the City's Planning Commission. Only Design Review applications that are consistent with the Freeway Commercial Planning Area SPA Plan, Design Plan, and Master Precise Plan, shall be approved or conditionally approved by the Planning Commission. Any project, which is inconsistent with the adopted Master Precise Plan shall require amendment of this document prior to or concurrent with its approval. Design Review applications shall be reviewed by the Planning Commission and shall be considered by the City Council only on appeal, pursuant to Section 19.14.480 of the Zoning Ordinance.

Upon approval of any Design Review application, an annotated illustration of the approved project shall be incorporated as a "hardline" component of the Master Precise Plan Illustration (see Chapter III) and incorporated into the Master Precise Plan. This subsequent modification of the Master Precise Plan Illustration shall be an administrative action and shall not be considered an amendment to the Master Precise Plan.

### D. TURN-KEY PARK APPROVAL PROCESS

The master developer of the Freeway Commercial North project will grant a 2-acre property to the City in a permanent easement for public usage. The development of a turn-key park follows a different process than the one described in the section above.

This Master Precise Plan contains a conceptual park design exhibit, park program and mandatory site plan elements, which will serve as the basis for the development of a separate Park Master Plan and the park construction documents.





Planning Area 12 Freeway Commercial-2 Master Precise Plan

*III. Master Precise Plan*



*III. Master Precise Plan*

### III. MASTER PRECISE PLAN

#### A. PURPOSE/ROLE

The Master Precise Plan provides design direction and establishes a detailed framework for the following:

- Building Design/Siting – Locations of proposed structures
- Pedestrian/Vehicle/Transit Access – Identification of pedestrian, bike and vehicle access and circulation.
- Urban character/Architecture/Landscape Architecture – Identification of architectural, landscape architectural style and key urban elements.
- Lighting/Signing/Street Furnishings – Specifications for lighting fixtures, signs and street furnishings.

This document establishes parameters within which design solutions can be developed for FC-2 while ensuring that overall community design objectives are met.

The Master Precise Plan contains specific mandatory criteria and general design recommendations. Specific mandatory criteria are established for features, elements, and/or items deemed essential in establishing a unifying design theme for FC-2 and for achieving the planning area's intended character and use mix.

General design recommendations are provided to promote a well-designed and functional project, while allowing for individual project expression within the framework of the Freeway Commercial SPA Design and Master Precise Plans.

In addition to providing site developers and designers with a framework plan as a basis for their projects,



III. Master Precise Plan



the Master Precise Plan serves as an important tool for reviewing and evaluating schematic, preliminary and final plans, for individual projects. This document does not provide precise design solutions but merely establishes guidelines to insure that, over time, FC-2 is developed as a cohesive, integrated community.

Clarification of ambiguities of the provisions of the Master Precise Plan is at the sole discretion of the Director of Planning & Building.

## B. GUIDING PRINCIPLES

The Freeway Commercial-2 site is planned to be a special focus area for the Otay Ranch Community and surrounding areas served by SR-125 freeway adjacent to the site. From a design/planning perspective, the FC-2 is considered a “village” within the Otay Ranch Planned Community. The amenity and design program for this “village” should create a sense of identity in much the same way that the unique features and themes within the Otay Ranch residential villages have formed their identities.



1. The mix and intensity of residential, retail, office, park and public uses, all within a 10 minute walking distance of each other, should be designed to encourage mass transit and non-vehicular modes of transportation, providing convenient access for residents, visitors and employees alike.
2. The area should contain both active and passive uses that consider the needs of children, adolescents, young adults, couples, and the elderly, that are interwoven with work, shopping and the residential areas.
3. The arrangement of uses within the village should be responsive to market viability and phasing considerations. Uses that can be economically developed early in the development program should be arranged to allow for a logical progression of development



within the Project over time.

4. The area shall contain clearly defined architectural gateways and focal elements to provide orientation within the village for visitors and residents alike.

The design criteria provided in the Freeway Commercial Sectional Planning Area Design Plan, Chapter II shall be applied in the design of each development parcel.

### C. URBAN CHARACTER

Chula Vista has been undergoing rapid and continuous growth in recent years. There is a tremendous amount of new construction and renovation, all to accommodate the city's growing economy and population. Attractively situated in proximity to commercial services, shopping, recreation facilities, open spaces, schools, and several major transportation arterials, Chula Vista's Otay Ranch is a diverse and exciting place to live.

The proposed FC-2 project is symbolic of the vision for Chula Vista evolving to its fullest potential as South County's diverse urban center. This mixed-use concept development benefits from its key location at the heart of Otay Ranch, along the intersection of SR-125 and Olympic Parkway, ideal for higher density residential community in a walkable urban framework. This project embraces the growth in the Chula Vista metropolitan area by affording consumers with a more diverse range of housing types, transportation modes, accessibility to commercial facilities, and a quality public realm. It creates an active community that is bike- and pedestrian-friendly and offers diverse amenities, including shopping, dining and a neighborhood park for community gathering, resulting in a more walkable urban community and mixed uses along the way. Additionally, two planned Marriott



hotels in FC-2 will fulfill a growing demand for high-quality accommodations in the surrounding area.

The urban theme and character of FC-2 village is a denser, walkable neighborhood that offers modern smaller-scale living accommodations within walking distance to local shops, dining and services along Town Center Drive, as well as regional shopping and entertainment at the adjacent Otay Ranch Town Center and Eastlake Land Swap. A cohesive mix of for-sale and for-rent residential and commercial promotes a sense of community, creates a high quality environment and evokes a sense of pride for the residents. Most importantly, it provides a great option for Chula Vista residents looking for a more compact and walkable neighborhood as an alternative to a typical suburban-style subdivision, while still offering a comfortable urban lifestyle and family-friendly environment.

As Chula Vista continuously attracts new residents, it is essential to diversify the housing mix that will accommodate a financially diverse population. FC-2 will offer residents a choice of three multi-family residential products for an urban style living: a mixed use apartment complex with 3 to 4 story buildings; 3 to 4 story for-sale 8-plex and 12-plex townhouses; and 3-story for-sale rowhouses. Each of the residential communities carries an urban character with a strong connection to pedestrian streets and common public places, creating high enough density in the area to make walking a feasible alternative to driving. These residential uses are centered around a thriving Town Center Drive and are integrated into a complete place that is designed around people, promotes sidewalk activity and provides eyes on the street, which are essential elements of an urban village.

Abstract Spanish with elements of Contemporary California is the defining architectural style linking the entire project. It is readily identified with the sleek and lively urban neighborhood. This modern design with cleaner lines and brighter interiors holds its appeal in style, innovation and practical function. Contemporary California style tends to emphasize massing over structural articulation and is characterized by interlocking volumes of different colors and

materials. Shape-wise, contemporary homes can often be identified by split levels and overhangs. In order to avoid monolithic buildings of the same continuous height, buildings are composed of interlocking volumes of varying heights and widths. Architectural elements such as awnings, balconies, and trellises are appended to the volumes, often occurring in the spaces between volumes.

A common style theme is a mixture of materials on primary walls, like stone, brick, and wood, all combined on the same surface. These materials are juxtaposed against the thoughtful placement of glass, another prevailing characteristics of these homes. Abstract Spanish homes make good use of their lots and employ creative landscaping solutions by bringing the outside inside. This creates a balance and harmonious combination of manmade and nature, one of contemporary design's favorite combinations. Such direct connection to the outdoors not only stretches the home's living space but also transitions seamlessly into inviting public realm, contributing to the overall fabric of the neighborhood.

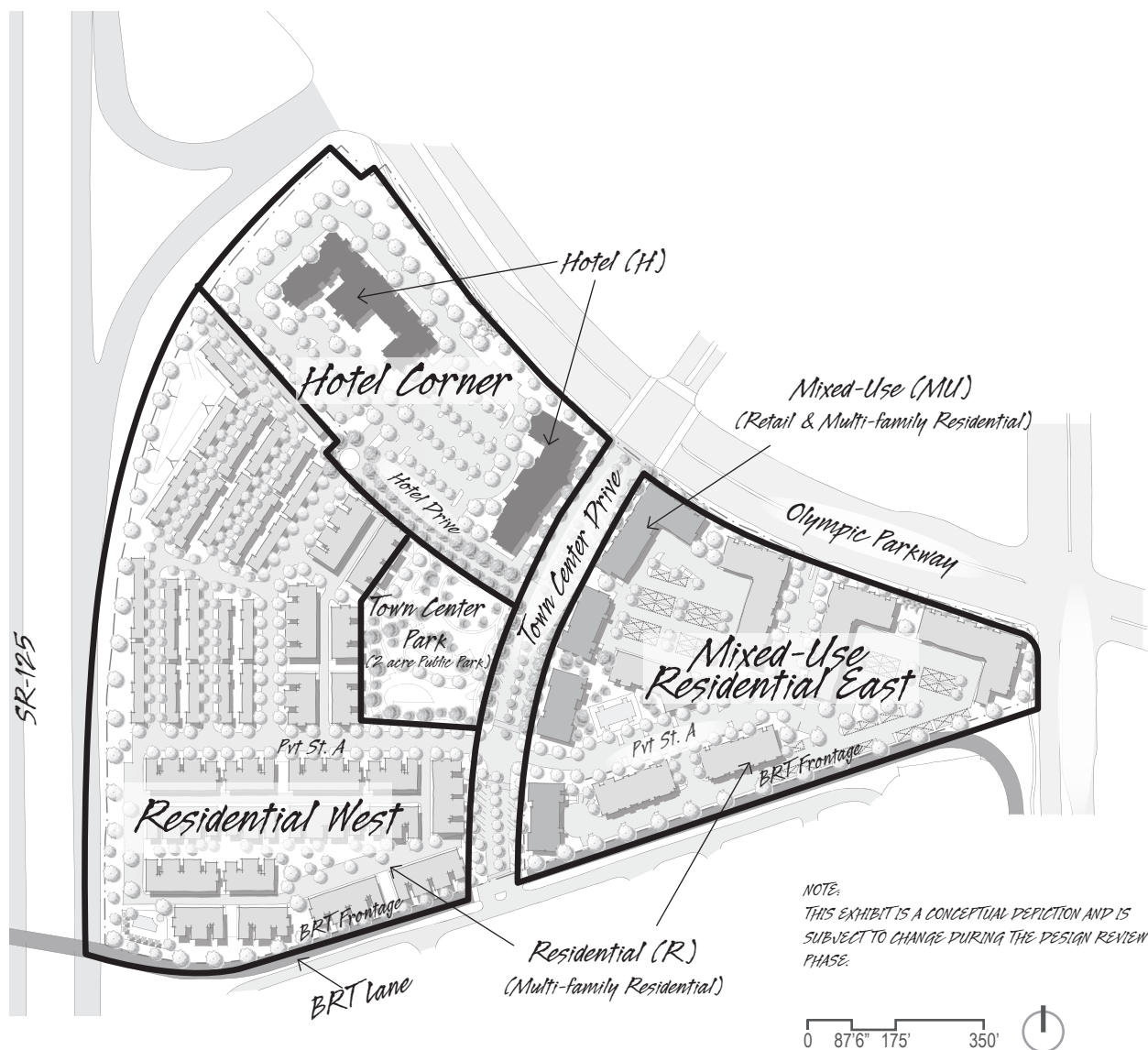
#### **D. DESIGN COMPONENTS**

FC-2 consists of four (4) primary components. They are as follows:

- Hotel Corner (H)
- Mixed-Use Residential East (MU, R)
- Residential West (R)
- Town Center Park (P)

The guidelines contained in the Freeway Commercial Design Plan shall be applied to the design of these areas unless specified herein.

Exhibit 4  
Design Components



### 1. HOTEL CORNER

Hotel Corner will consist of two hotels that attractively engage with their surroundings to promote a walkable mixed-use village. Both hotels will have a beautiful presence on Olympic Parkway, as they are set back from the busy road with generous landscaped slopes. The hotel along Town Center Drive will be more emphasized than the other due to its prominent location within the planning area. As visitors and residents enter FC-2, this hotel will consist of special architectural gateway elements and village landscape accents to mark the gateway to the planning area. This hotel will also line Town Center Drive to promote the formation of a mixed-use, pedestrian-oriented, urban shopping and dining street experience. From Town Center Drive, the entrance to Hotel Corner will be impressive as visitors pass the Town Center Park along a beautifully landscaped Hotel Drive. This elegant entry will lead visitors to a roundabout with a landscape accent feature that marks a significant entrance to both hotels.



**Hotel Corner**

*not to scale*

### 2. MIXED-USE RESIDENTIAL EAST

Mixed-Use Residential East consists of 3-4 story multi-family residential buildings with retail on the ground floor of the buildings fronting Town Center Drive.

Town Center Drive will become a significant street leading residents and visitors to the FC-2 village, Town Center Park, Otay Ranch Town Center Mall, and the future Eastern Urban Center, further south. This important street will be treated prominently with primary and secondary gateway elements, beautiful landscaping, including street trees and a large central median, and angled parking to support what will become an urban shopping and dining experience for all residents and visitors to enjoy.



**Mixed-Use Residential East**

Private street A running through the middle of



III. Master Precise Plan



### Residential West

not to scale

Residential East will bring back the neighborhood feel of the place, encouraging a social street life for residents. Residential buildings, with stoops and large windows on the ground floor and generous windows on upper floors encourage an interaction between people inside and out. These stoops will front onto beautifully landscaped pedestrian friendly streets designed to encourage and invite a variety of social activities, such as taking a walk, throwing a ball, or riding a bike.

### 3. RESIDENTIAL WEST

Residential West is beautifully landscaped with impressive 3-4 story multi-family residential buildings, providing an urban backdrop to Town Center Park. Through these buildings, a network of “shared” streets and paseos encourage residents to socialize and connect with each other, while also offering natural pedestrian connections across the site. A variety of public spaces will be provided including a continuation of private street A and pocket parks, each one uniquely landscaped. These public spaces will contribute to creating a sense of place by encouraging a variety of social activities that bring the community together.



### Town Center Park

not to scale

### 4. TOWN CENTER PARK

Building on the surrounding natural topography of the Otay Ranch area, a series of rolling mesas and valleys are used to develop character and give form to the Town Center Park. The lowland “valleys” created by the ridges provide intimate space for small gatherings, seating, active use, and play. These spaces open up into larger areas providing flexible event space. The mesas provide users with a unique vantage point taking them above street level, revealing a view of the landscape and surrounding areas otherwise not available. Connecting all the spaces are a series of pathways and decomposed granite trails which traverse stunning native gardens. Where appropriate these connections are also

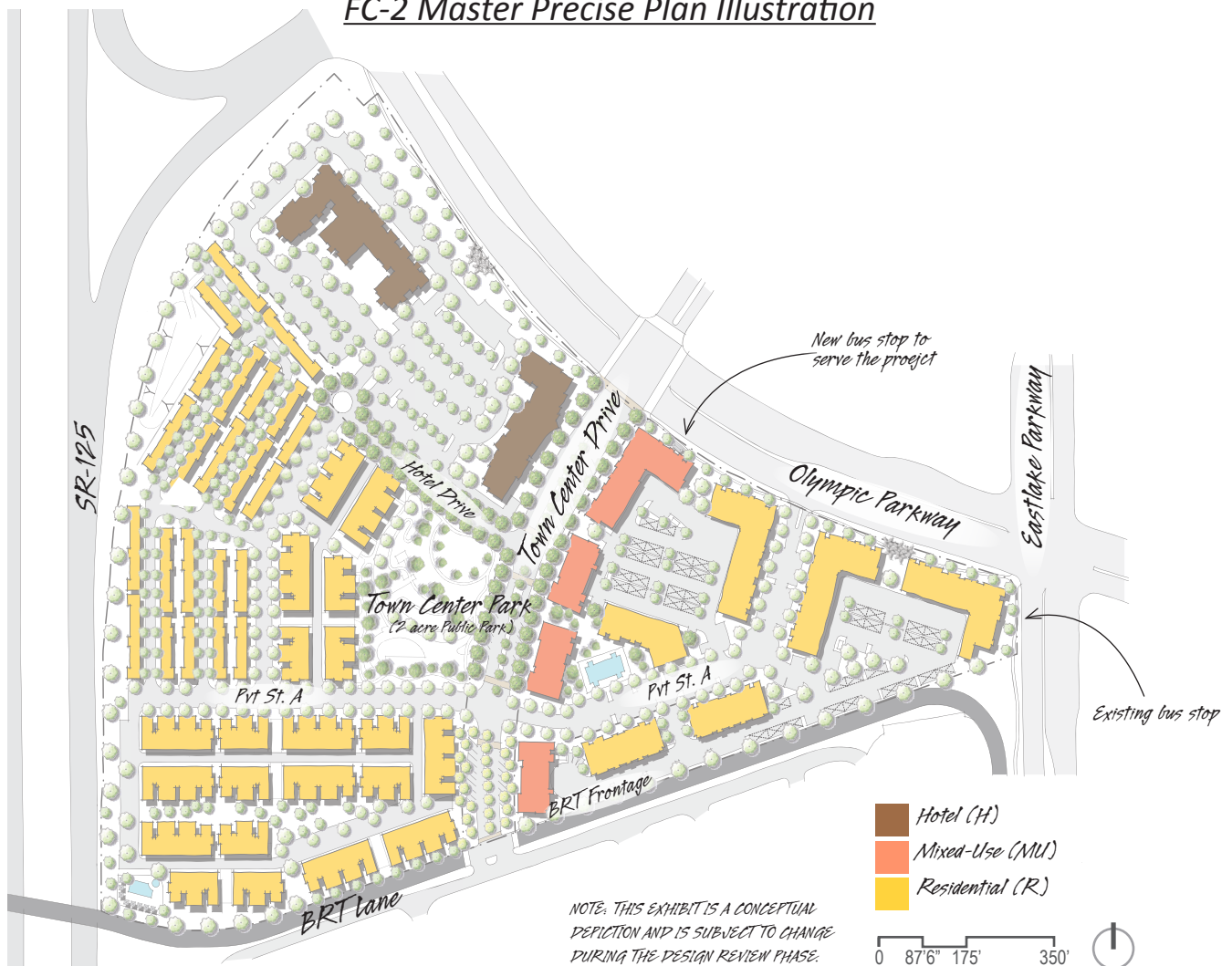
playful with rock climbing walls and oversize slides that allow for interaction with the unique and large topographic features of the park.

The central plaza for the park is nestled beneath a palm grove along private street A. This area is a flexible space with enhanced paving such as pavers or decorative concrete. Here there is space for food trucks or mobile vending operations to enter the park. Large communal tables provide a space for retail workers, residents, and shoppers to have lunch or dinner during vending hours or for picnicking and gathering at other times. Adjacent to this space is a small low use water feature employing misters or a similar water conscious feature to add interest to the park. To keep the park active and usable for long periods of time a small comfort station with restrooms is provided on the west side of the park. This element allows for the accommodation of large events, as well as potential storage or small concessions.

### E. MASTER PRECISE PLAN ILLUSTRATION

The Master Precise Plan Illustration, Exhibit 5, graphically depicts a generalized design solution for FC-2 and conceptually illustrates the overall land use, diversity, and building/parking/open space/pedestrian relationships. Annotations are included to identify the important elements, many of which are mandatory.

Exhibit 5  
*FC-2 Master Precise Plan Illustration*





## F. SITE PLAN AND ARCHITECTURAL REVIEW

Site plans and architecture for FC-2 must be consistent with the Master Precise Plan Illustration and the site specific design criteria contained in this document. While projects will be evaluated for consistency with this document, findings for consistency need not be made based on identical appearance with the Master Precise Plan Illustration but on compatibility with the character, content, and intent of the plan.

Site plans and architectural drawings shall be consistent with the Master Precise Plan Illustration in the following areas:

- Access and circulation patterns, both non-vehicular and vehicular (including parking);
- Major landscape, hardscape, signing, color and material themes;
- Complementary architectural design, building scale, and orientation; and,
- Design Plan Elements/Site Design Guidelines in Chapter IV.

Each Site Plan and architectural submittal shall include a depiction of the adopted Master Precise Plan Illustration with the proposed project incorporated into the exhibit. The applicant shall annotate this exhibit to identify the design features that demonstrate consistency with the Master Precise Plan Illustration. Should the proposed Precise Plan necessitate refinements or minor adjustments the proposed refinements or adjustments shall be identified. Design refinements to the plan may be approved by the Planning Commission and Baldwin & Sons prior to submittal of any site plan and architectural drawing.

Site plans and architectural drawings shall be reviewed for consistency with the guidelines contained in the Freeway Commercial Sectional Planning Area Design Plan and this document.

## G. MANDATORY SITE PLAN ELEMENTS

Certain mandatory site plan elements are required to implement community design themes or functions within FC-2. The mandatory site plan elements are listed below, by Design Component, for convenience and are graphically depicted on Exhibit 6 on page 39:

### 1. HOTEL CORNER

Hotel Corner is composed of hotel (H) uses. This design component shall:

- Provide an architectural gateway element on the building at the main entrance to FC-2, at the intersection of Town Center Drive and Olympic Parkway to create a defined entry and arrival point for visitors and residents entering the planning area. This gateway will include a primary architectural element, such as a 2-3 story round or square tower and/or enhanced facade materials, details and finishes on the building.
- Be supported by a primary village landscape accent, such as a plaza with special trees and landscaping, lighting, public art, or monumentation to create a sense of place.
- Have a special architectural enhanced elevation on the hotel's building facade along Town Center Drive.
- Provide a secondary village landscape accent at the roundabout on Hotel Drive. Hotel Drive leads visitors to the roundabout, where they will turn right to enter the Hotel Corner. The treatment of the roundabout should be impressive and elegant, including special trees and landscaping, lighting, public art, or monumentation to highlight the hotel entry.
- Encourage landscaped slopes alongside Olympic Parkway.



## 2. MIXED-USE RESIDENTIAL EAST

The Mixed-Use Residential East component is composed of mixed-use residential (MU) and multi-family residential (R) uses. Mixed-use buildings along Town Center Drive will contain storefront retail commercial intended to serve local residents and visitors with multi-family residential above. The rest of the site will contain multi-family residential buildings. This component shall:

- Include primary architectural gateway elements on the corner of buildings located at the intersection of Town Center Drive with Olympic Parkway, to the north and the Otay Ranch Town Center Mall parking lot entry, to the south.
- Create secondary architectural gateway elements on the corner of buildings at the intersection of Town Center Drive and private street A.
- Provide special architectural enhanced elevations on all building facades along Town Center Drive, especially those facades facing Town Center Park.
- Provide a secondary architectural gateway element on the corners of the buildings at the intersection of private street A and Olympic Parkway, a secondary entrance to FC-2.
- Incorporate special architectural enhanced elevations on building facades facing Olympic Parkway to strengthen the visual appeal of this secondary gateway to FC-2.
- Utilize secondary village landscape accents, such as special trees and landscaping, lighting, or public art. Design surrounding buildings and open spaces to create a sense of place at this node.
- Provide a well-defined pedestrian connection to the transit stop on the corner of Eastlake Pkwy and Olympic Pkwy



### 3. RESIDENTIAL WEST (R)

The Residential West component is comprised of multi-family residential (R) uses. This component shall:

- Include primary architectural gateway elements on the building's corner at the intersection of Town Center Drive and the Otay Ranch Town Center Mall parking lot entry. This entry will be primary, but not as significant as the entrance from Olympic Parkway.
- Provide secondary village landscape accents, such as special trees and landscaping, lighting, or public art along A Street. Design surrounding buildings and open spaces to create a sense of place at this node.



#### PRIMARY ARCHITECTURAL GATEWAY ELEMENTS

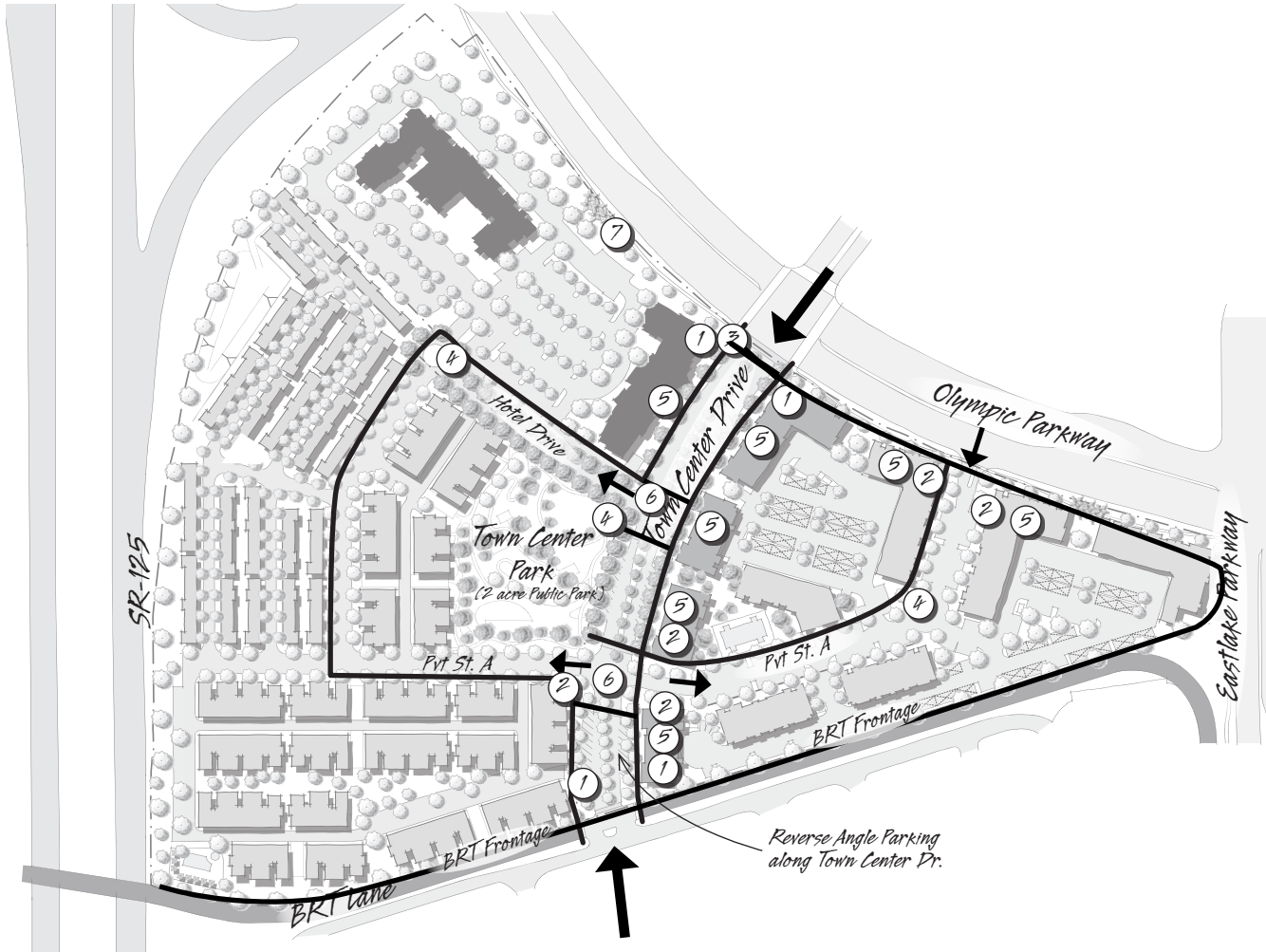
These elements help to create a building that becomes most prominent and may include, but is not limited to, vertical architectural elements, such as 2-3 story round or square towers, elaborated chimney tops, 1-2 story covered porches, open or roofed balconies and parapets. These buildings may also include enhanced facade materials, details and finishes at appropriate locations.

#### SECONDARY ARCHITECTURAL GATEWAY ELEMENTS

These elements help to create a building that is more prominent and may include, but is not limited to, pedestrian scale architectural and landscape elements, such as trellis covered walkways and/or seating areas, arched entry features, colonnades, small outdoor plazas, special lighting, and enhanced paving and landscape materials.



Exhibit 6  
Mandatory Site Plan Elements



- ① Primary Architectural Gateway Element
- ② Secondary Architectural Gateway Element
- ③ Primary Village Landscape Accent (plaza, special trees & landscaping, lighting, public art, monumentation, etc.)
- ④ Secondary Village Landscape Accent (plaza, special trees & landscaping, lighting, public art, monumentation, etc.)
- ⑤ Special Architectural Enhanced Elevations
- ⑥ Enhanced Intersection
- ⑦ Landscaped Slopes
- ➔ Vehicle Access Point
- Major Pedestrian Links



NOTE:  
THIS EXHIBIT IS A CONCEPTUAL DEPICTION AND IS  
SUBJECT TO CHANGE DURING THE DESIGN REVIEW  
PHASE.



#### 4. TOWN CENTER PARK (P)

The Town Center Park component is comprised of a 2.0 acre public park (P). This component shall include the following elements:

##### Program

- Provide a highly amenitized urban park that will serve a wide range of user groups such as retail employees, hotel guests, residents of all ages in the adjacent developments, and consumers from the adjacent commercial and lifestyle center.
- Encourage eliminating the duplication of adjacent uses. For example, if a dog park and children's play space are being provided in the adjacent apartment complex, they would not be included in the Town Center Park program.
- Consider Chula Vista and Otay Ranch's existing and proposed park system as a whole to avoid conflict or duplication of nearby park programs. Such as interactive water features, active recreation and sports fields, which are provided by surrounding parks.
- Create flexibility in the park design. Given the variety of users, this will become a key component. A physical space that allows the park to be transformed for events and various activities is integral to the park. These activities could be coordinated by a variety of different user groups including the City, adjacent apartment complex, hotels, surrounding businesses, or other groups. Activities could include, inflatable or temporary play, movies, concerts, farmer's markets, or art fairs.



##### Connections

- Enhance connections to adjacent uses and provide good pedestrian linkages to other amenities. Provide a pedestrian path along the park boundary with connections to the

intersections on all sides. Pedestrian path must meet the required dimensions per the Landscape Manual.

- The Park is bounded by Town Center Drive on the east, private street A on the south, and Hotel Drive on the north. Encourage streetscape enhancements along these edges that interface seamlessly with the park and tie together the entire planning area into one complimentary landscape experience.
- Implement safe pedestrian crossings and opportunities to provide traffic calming measures to allow for pedestrian movement from the adjacent development to the park.
- Activate the park with multi-family residential buildings on the western boundary. This frontage and interface with the park will become a key component, not only increasing the desirability of these residential units, but also providing enhanced surveillance and safety in the park, as these residents will have a sense of ownership for the park and keep an eye on its safety.

### Design

- Highlight surrounding views such as Mt. San Miguel to the north, Otay Mountains to the east, and the palm allee connection at the south of Otay Town Center. Features that provide character, influence the orientation of the park, provide wayfinding elements for pedestrians, and will contribute to a unique sense of place for the park should be highlighted, enhanced and expanded upon as the park and adjacent areas develop.
- Provide provocative and unique design elements and features that are grounded in the Chula Vista and Otay Ranch surroundings.
- Encourage the park to be well designed, functional, and easily maintained and operated.



Exhibit 7  
Town Center Park Conceptual Design

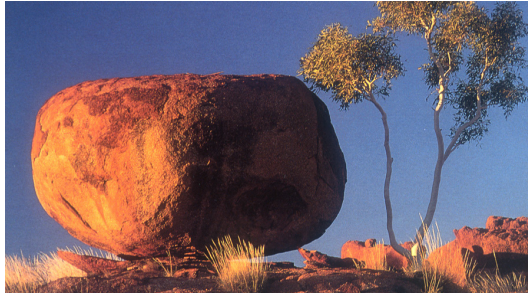


- |   |  |  |
|---|--|--|
| ① Open lawn/flexible event space                            | ⑦ Amphitheater seating<br>(150+ capacity)                        | ⑫ Restroom and storage building w/<br>outdoor showers & trash collection |
| ② Palm oasis / informal bridge &<br>boulder field play area | ⑧ Projection screen / wall                                       | ⑬ Monument sign location   |
| ③ Hillside slide (1:2 slope)                                | ⑨ Community table & flexible seating                             | ⑭ Park entrance from residential<br>edge                                 |
| ④ Hillside seating/informal staircase                       | ⑩ Flexible use plaza with enhanced<br>paving and date palm grove | ⑮ Back-in diagonal parking   |
| ⑤ Shaded picnic grove w/ vista                              | ⑪ Vendor cart/kiosk w/ shade<br>structure                        | ⑯ Trellis  |
| ⑥ Splash pad with water misters                             |  | ⑰ Privacy Berm   |

NOTE:  
THIS EXHIBIT IS A CONCEPTUAL DEPICTION OF PROPOSED LAND USES AND IS SUBJECT TO CHANGE DURING THE DESIGN REVIEW PHASE. HOWEVER, VEHICULAR AND PEDESTRIAN LINKS HAVE BEEN COORDINATED WITH ADJACENT RESIDENTIAL USES AND ARE CONCEPTUALLY SITED ON THIS ILLUSTRATION.



*Natural Park  
Character*





III. Master Precise Plan



*Park  
Programing  
and  
Amenities*







*Flexible &  
Temporary  
Uses*





Planning Area 12 Freeway Commercial-2 Master Precise Plan  
*IV. Site Design Guidelines*



*IV. Site Design Guidelines*

## IV. SITE DESIGN GUIDELINES

The preceding chapters identified the FC-2 Village, described the Design Review processes and presented an overview of the design components and Master Precise Plan. This Chapter provides additional detailed guidelines for the urban character of FC-2. Projects will be evaluated for consistency with the following design elements:

1. Building Design/Siting;
2. Pedestrian/Bicycle/Vehicle/Transit Access;
3. Architecture/Landscape Architecture
4. Lighting/Signage/Street Furnishings

Projects must also demonstrate consistency with the exhibits in this document. These exhibits must be consulted to determine vehicular and pedestrian access requirements as well as required site plan elements for FC-2.

The following sub-sections provide an overview of the urban character of FC-2, followed by a series of exhibits and discussion of the guidelines and required/desired responses to be addressed in the Design application.





## A. SPECIFIC REQUIREMENTS FOR PRIMARY DESIGN COMPONENTS



### 1. TOWN CENTER DRIVE

Town Center Drive is the most significant street, running through the center of the planning area alongside Town Center Park. This beautiful tree-lined street will serve as the gateway into the planning area, the Otay Ranch Town Center Mall and the urban center beyond. As visitors and residents enter FC-2, they will enjoy a wonderful park-like experience. Here they are encouraged to enjoy a shopping and dining experience along Town Center Drive.

#### a) BUILDING DESIGN & SITING

These guidelines should be applied to the buildings along Town Center Drive. Special attention shall be given to buildings along the park and at the intersection of Olympic Parkway, Hotel Drive, private street A, and the Otay Ranch Town Center Mall parking lot entry where initial impressions of the planning area will be established.

- Multiple story building: 3-4 stories
- Retail commercial storefronts and/or hotel and residential amenities are encouraged on the ground floor with residential above.
- Buildings are to be set close to the street to encourage interaction between building activities and passersby and to enhance the urban character of the area.
- Building corners shall be well defined with vertical elements to help define public spaces and improve orientation within this district.
- Storefronts shall incorporate display windows to create interest and encourage window shopping along the pedestrian walk.



**b) PEDESTRIAN/BICYCLE/VEHICLE/TRANSIT ACCESS**

- Provide wide sidewalks to accommodate outdoor cafe seating, benches and a leisurely shopping experience.
- Interior courtyards, paseos, promenades, and plazas are encouraged to provide more opportunities for social gathering and pedestrian connections throughout the community.
- Provide parking along Town Center Drive for vehicular access to shopping and dining activities.
- Provide dedicated bike lanes

**c) LANDSCAPE ARCHITECTURE**

The streetscape merges the character of the Town Center Park and Otay Town Center, combining the naturalized and organic feel of the park with modern and more formal feel of the Town Center. The plant palette is comprised of formal rows of Mexican Fan Palms piercing through the park canopy of Mission Pepper Trees and Coast Live Oaks. A double row of the fan palms is placed on the east side of Town Center Drive to align with the entry alle of palms at Otay Town Center.

- Planting in along Town Center Drive is modern with historical pieces that tie the character to ranch history of Otay.
- Street trees are large and a mix of Mexican Fan Palms as well as Mission Pepper Trees and Coast Live Oaks.
- Street trees are planted in a row along the walk to create a canopy and provide a distinct pedestrian zone away from the street.
- Streetscape design along the park edge shall be more irregular and organic as an attempt to blend the park design with the streetscape.



- Paving should be distinct for Town Center Drive.
- There is a distinct pedestrian zone that provides inviting access to plazas and retail storefronts.

## 2. PRIVATE STREET A

Private street A will be primarily used by residents and visitors to walk or bicycle through the Plan Area. Private street A will become a strong orientation device, linking the community together to re-create a neighborhood street life experience. Impressive multi-family residential buildings with elegant landscaping, lighting, and paving treatments give this street a sense of significance and prominence within the village.

### a) BUILDING DESIGN & SITING

These guidelines should be applied to the buildings along private street A.

- Multiple story building: 3-4 stories
- Residential stoops interspersed with beautiful landscape treatments are encouraged on the ground floor of multi-family residential buildings.
- Residential building facades should contain a generous amount of windows and balconies to provide eyes on the street, while also utilizing quality materials that add texture and visual interest.
- Buildings are to be set close to the street to encourage interaction between building activities and passersby and to enhance the urban character of the area.
- Building corners shall be well defined with vertical elements to help define public spaces and improve orientation within this district.



### b) PEDESTRIAN/BICYCLE/VEHICLE/TRANSIT ACCESS

- Provide sidewalks for a leisurely walk through

the neighborhood.

- Interior courtyards, paseos, promenades, and plazas are encouraged to provide more opportunities for social gathering and pedestrian connections throughout the community.
- Provide parking along the street for vehicular access to residential buildings.



### c) LANDSCAPE ARCHITECTURE

Private Street A is configured with planting beds separating the sidewalk from traffic and parked cars to allow for ease of pedestrian travel. Street profiles, sidewalk paving, lighting, site furnishings, planting, and trees species are all continuous to assist in wayfinding and identity.

- Planting in this zone reflects the sinuous nature of the road with flowing grasses and perennials.
- Paving should also be chosen to show movement using a distinct paving pattern and/or color.
- Paving, planting, lighting, and site furnishings should all be continuous and assist in wayfinding and identity.
- The pedestrian pathway should be separated from the road with landscape planting.



## 3. HOTEL DRIVE

Hotel Drive will serve as the main entrance to Hotel Corner. With impressive multi-family residential buildings on one side and two hotels on the other, elegant landscaping, lighting, and paving treatments give this street a sense of significance and prominence within the village.

### a) BUILDING DESIGN & SITING

These guidelines, in addition to those for private street A should be applied to the buildings along Hotel Drive. Special attention shall be given along

*IV. Site Design Guidelines*

Town Center Park where initial impressions of the planning area will be established.

- Hotel building facades shall be well articulated with quality materials and lighting that add texture and visual interest.

**b) PEDESTRIAN/BICYCLE/VEHICLE/TRANSIT ACCESS**

- Generous landscaping and trees should be provided to improve the pedestrian sidewalk experience when parking lots line the street edge.

**c) LANDSCAPE ARCHITECTURE**

- Planting in this zone reflects the park and residential planting character, but includes elements of the planting from within the Hotel projects.
- Paving, planting, lighting, and site furnishings should all be continuous with the rest of the project.
- The pedestrian pathway should be separated from the road with landscape planting.



**4. SHARED STREETS**

Shared Streets will re-define a typical alley experience by offering residents a private place to socially interact with their neighbors and children to actively play.

**a) BUILDING DESIGN & SITING**

- 3-story buildings with balconies, patios or porches
- Beautiful landscape treatments are encouraged in planters along the front facades.
- Residential building facades should contain a generous amount of windows and balconies

to provide eyes on the street, while also utilizing quality materials that add texture and visual interest.

- Residential buildings with front-facing garages are encouraged to emphasize front door stoops to intertwine pedestrian and vehicular access to residential buildings, contributing to a more friendly, social street experience.

#### b) PEDESTRIAN/BICYCLE/VEHICLE/TRANSIT ACCESS

A shared street is a combination of an alley, a roadway and a pedestrian precinct. The street space is shared by vehicles and pedestrians, there are no raised sidewalks, and several different patterns and textures of pavement are used to demarkate the zones. The driver is forced to slow down, following a route shared with play areas, planters, and parking spaces. The resulting appearance is more of a meandering private driveway than a typical street, which increases its recreational value.

- The distinction between private residential space, pedestrian space, and the street should be minimal and created with unique paving patterns and enhanced paving materials.
- Retain 20' wide clear drive aisle for fire and emergency services



#### c) LANDSCAPE ARCHITECTURE

The shared streets will be uniquely urban and walkable and will allow residents and visitors the opportunity for informal gathering. Trees planted in open planting beds protected in the path of vehicular travel by short walls will line the streets providing shade and visual interest while creating an inviting and stimulating urban environment. Special paving, landscaping and architectural treatments will be provided to enhance the soft, organic feel of the street.

- Planting should be more modern and structured



*IV. Site Design Guidelines*

as an urban streetscape.

- Deciduous street trees should be planted in tree grates and used to create a pleasant environment during all seasons.
- Paving should consist of a combination of enhanced concrete, unit pavers, and asphalt to break down the overall scale of the street.
- Short cast in place concrete or stone walls should be constructed to protect trees and define private spaces in the direction of the path of travel.



*One-Way Shared Street Illustration*

## 5. ALLEY

Alleys will serve other residents as they enter their homes from the car or as a pedestrian. These streets will feel clean and safe through the use of generous windows and balconies that provide eyes on the street, quality materials that add texture and visual interest, and beautiful landscaping and lighting that soften the feel of the street.

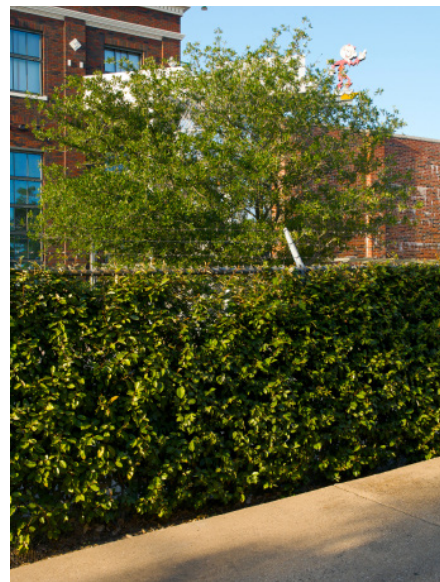
- Paving shall be primarily utilitarian and consist of asphalt, but in areas where the alley is adjacent to parks, open space, or an amenity area the alley paving shall consist of unit pavers or enhanced paving to serve as small residential plazas.
- Landscape planting shall be provided in small pockets where it will not be in conflict with vehicular traffic. These planting areas may contain small scale columnar trees, vines on green screen, and understory planting to help soften the overall appearance of the alley.



## 6. BRT FRONTAGE

BRT frontage provides a soft edge along the BRT dedicated route running along the southern edge of the project site. A wide, graciously landscaped median serves to soften the BRT lane, increasing the sense of privacy and safety for residents, as residential buildings are set further back. It doubles as a space for enjoying leisurely activities, such as walking a dog, riding a bike or running.

- The BRT frontage zone should reflect functionality in its hardscape materials but provide color and visual interest through the landscape palette.
- Landscape planting should serve as a divide between the BRT Lane and pedestrian/residential areas.



# Exhibit 8 Section Key Map



- ① Town Center Drive
- ② Private Street A
- ③ Hotel Drive
- ④ One-Way Shared Street
- ⑤ Alley
- ⑥ BRT Frontage





Exhibit 9  
Town Center Drive (along Town Center Park)  
 Refer to Key "1" on Exhibit 8 for plan view

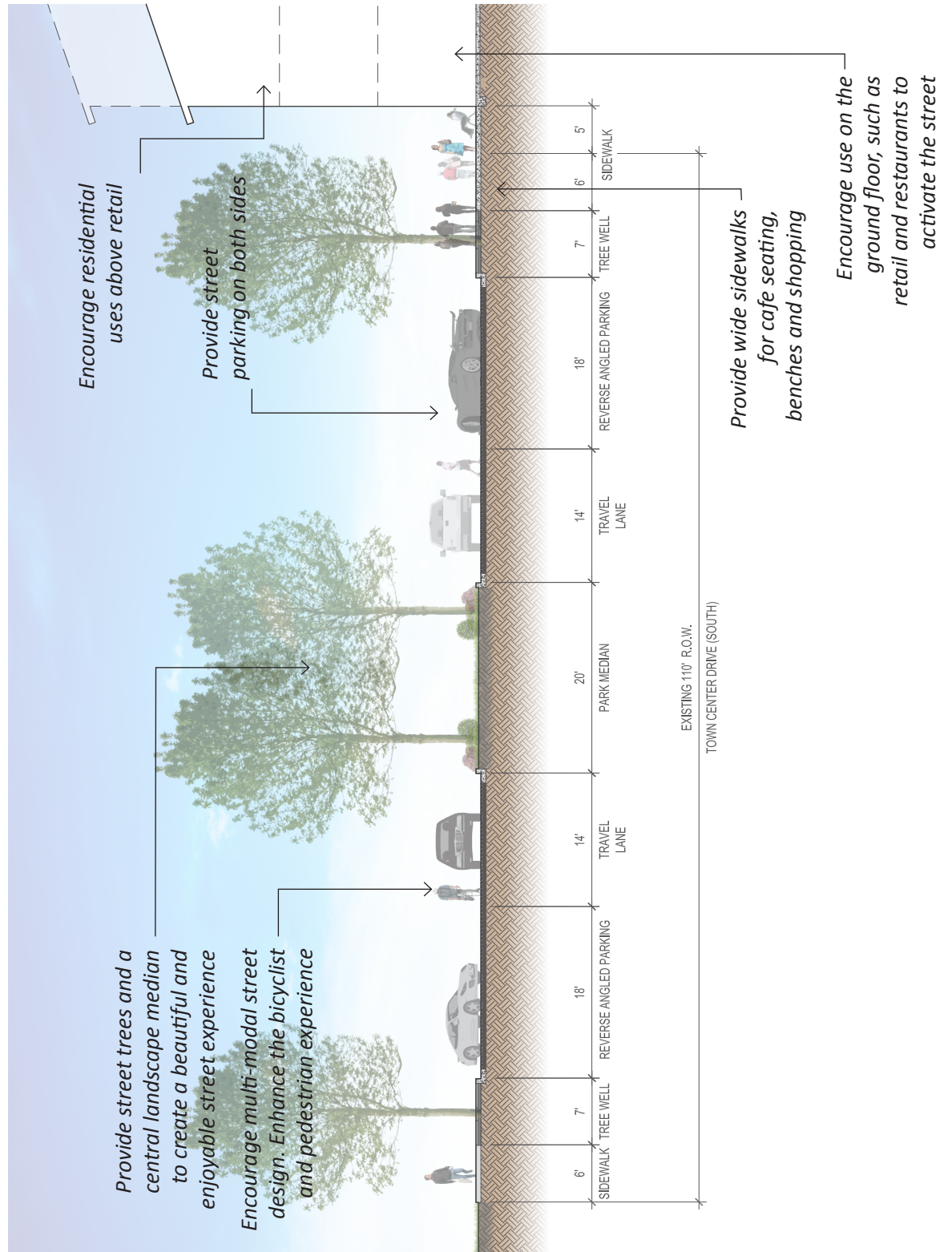
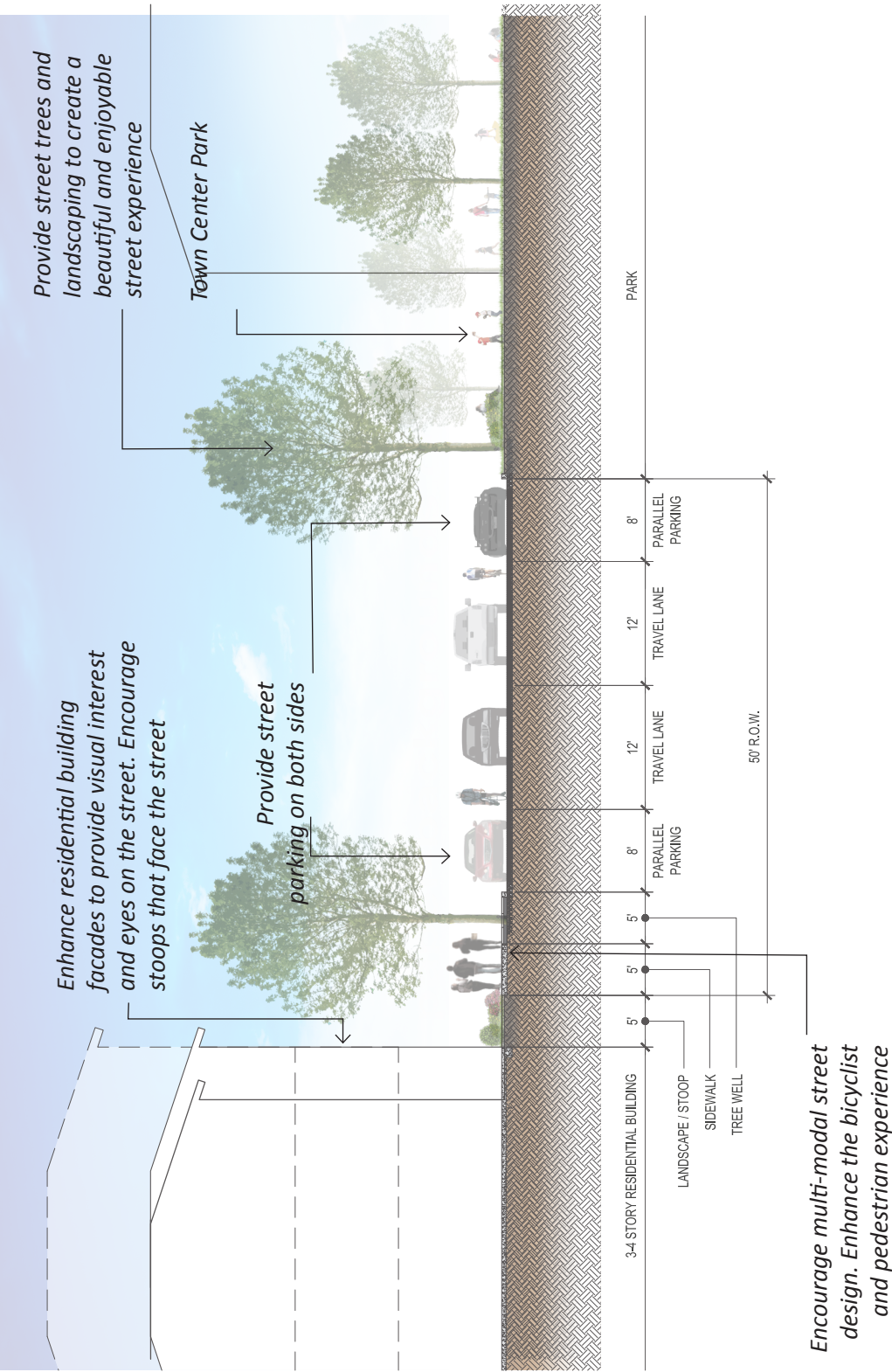


Exhibit 10  
**Private Street A (West Residential along Town Center Park)**  
Refer to Key "2A" on Exhibit 8 for plan view



## Exhibit 11

Refer to Key "2B" on Exhibit 8 for plan view

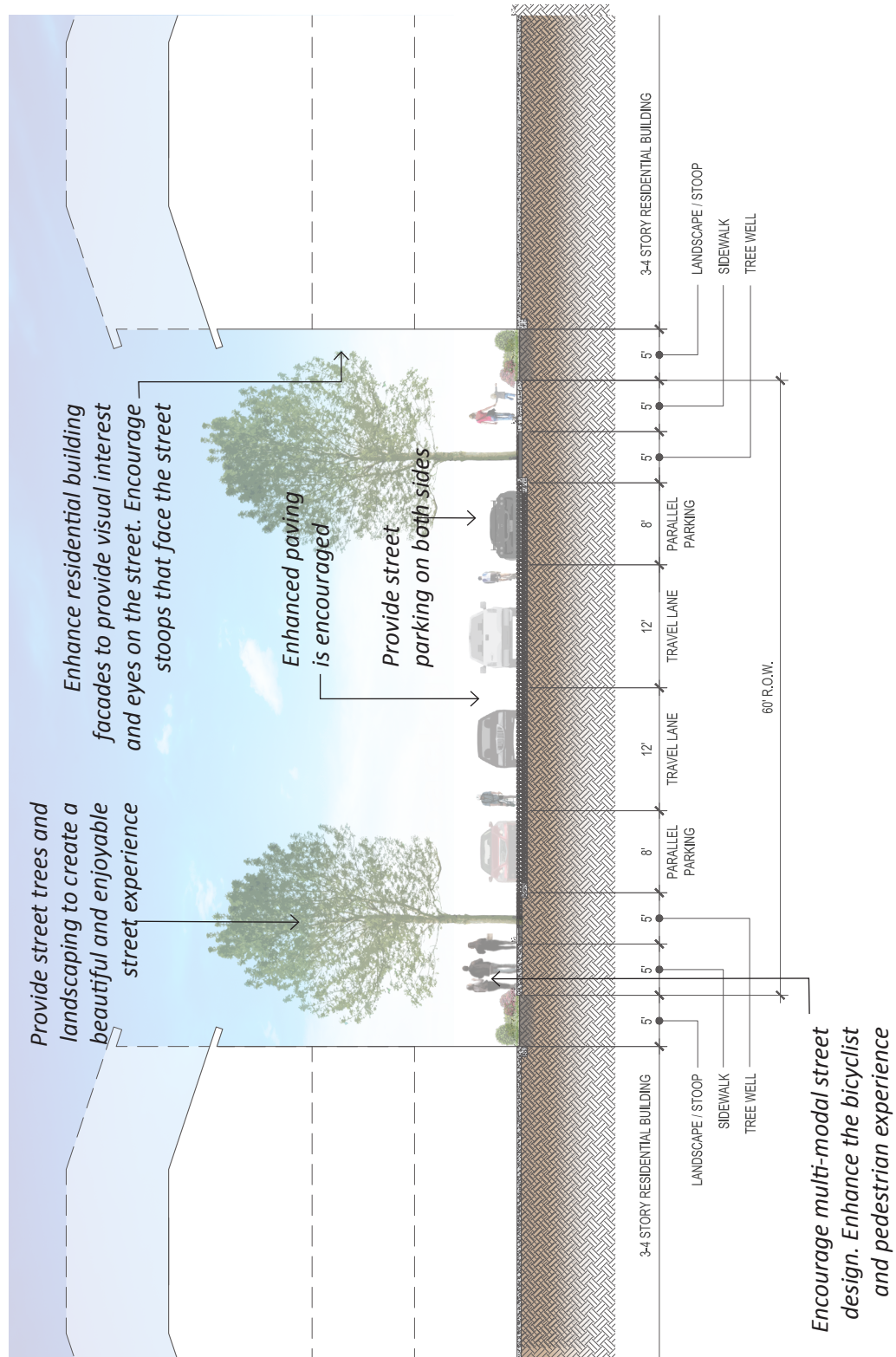




Exhibit 12  
Private Street A (East Residential)  
Refer to Key "2C" on Exhibit 8 for plan view

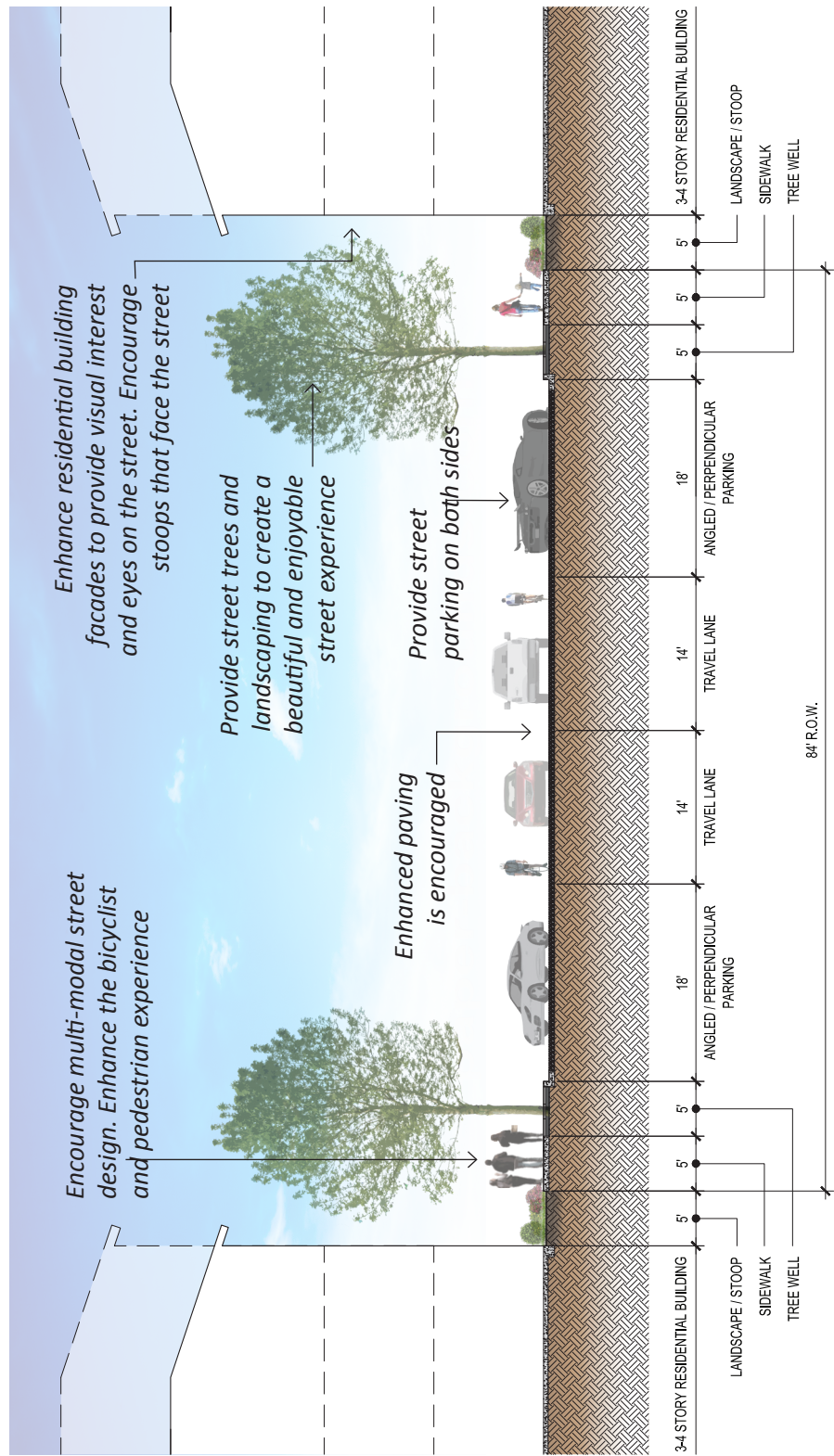


Exhibit 13  
Hotel Drive (along Town Center Park)  
 Refer to Key "3A" on Exhibit 8 for plan view

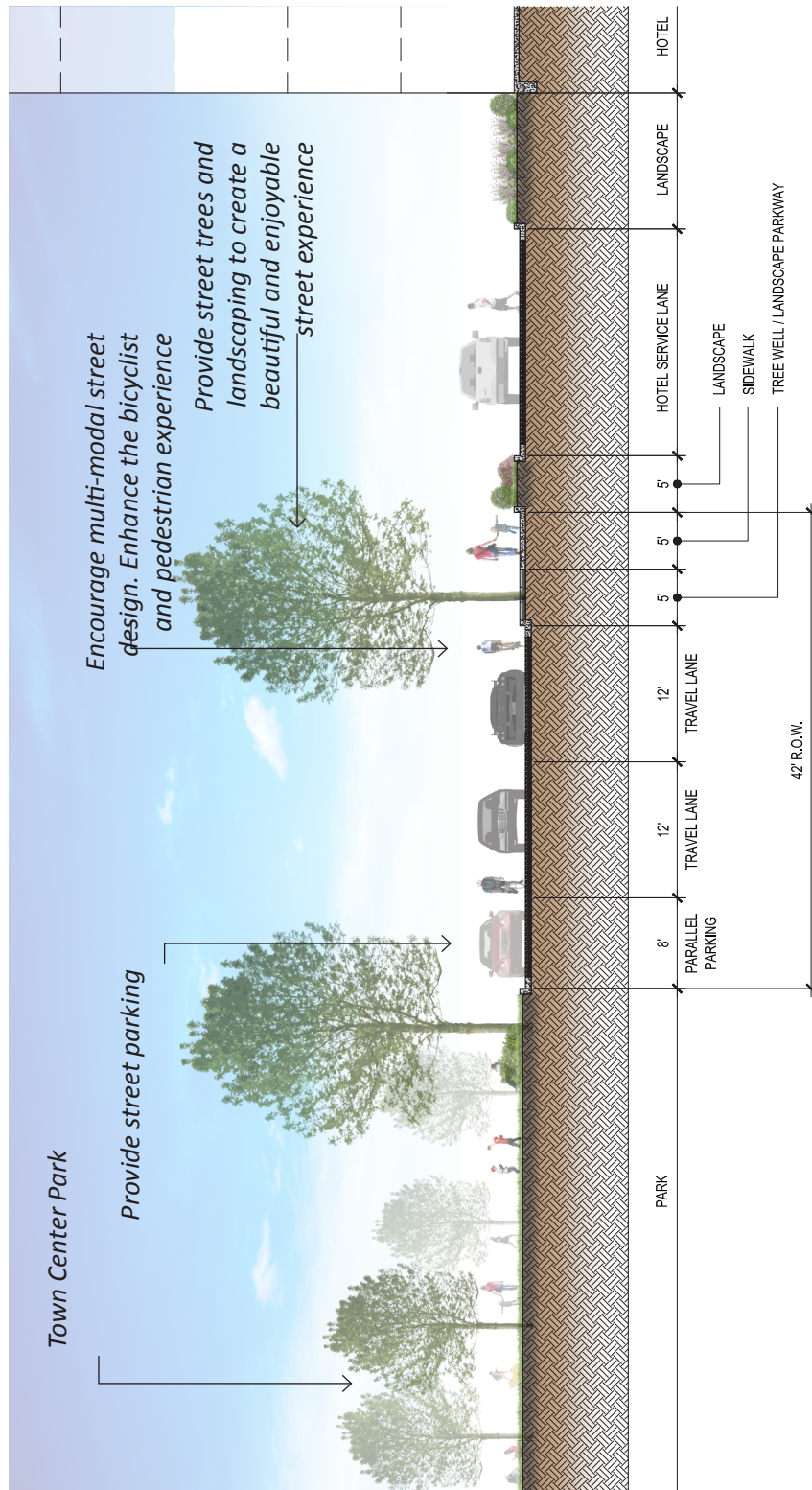


Exhibit 14  
**Hotel Drive (west of Town Center Park)**  
Refer to Key "3B" on Exhibit 8 for plan view

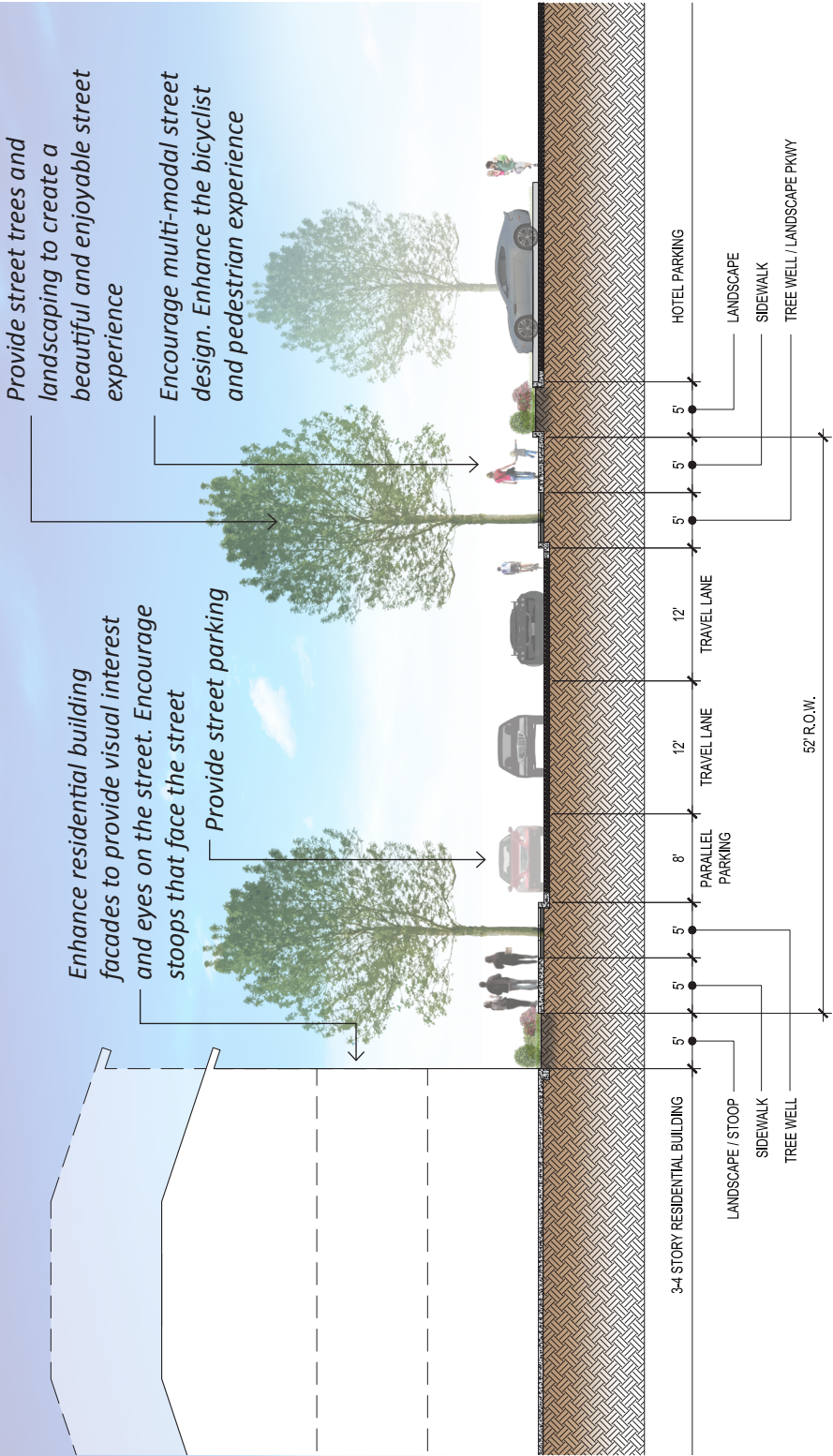




Exhibit 15  
One-Way Shared Street (West Residential)  
 Refer to Key "4" on Exhibit 8 for plan view

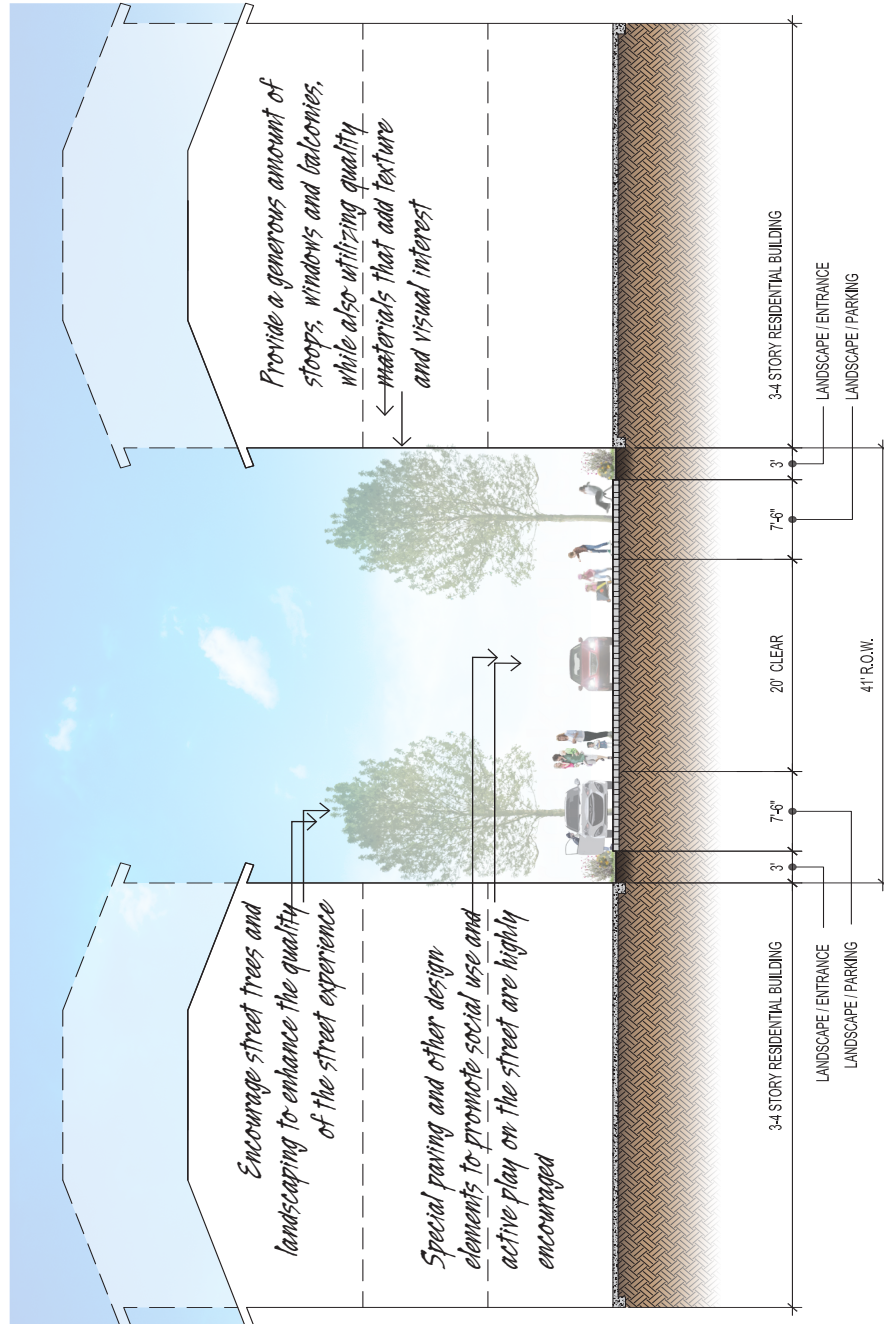


Exhibit 16  
**Alley (West Residential)**  
Refer to Key "5" on Exhibit 8 for plan view

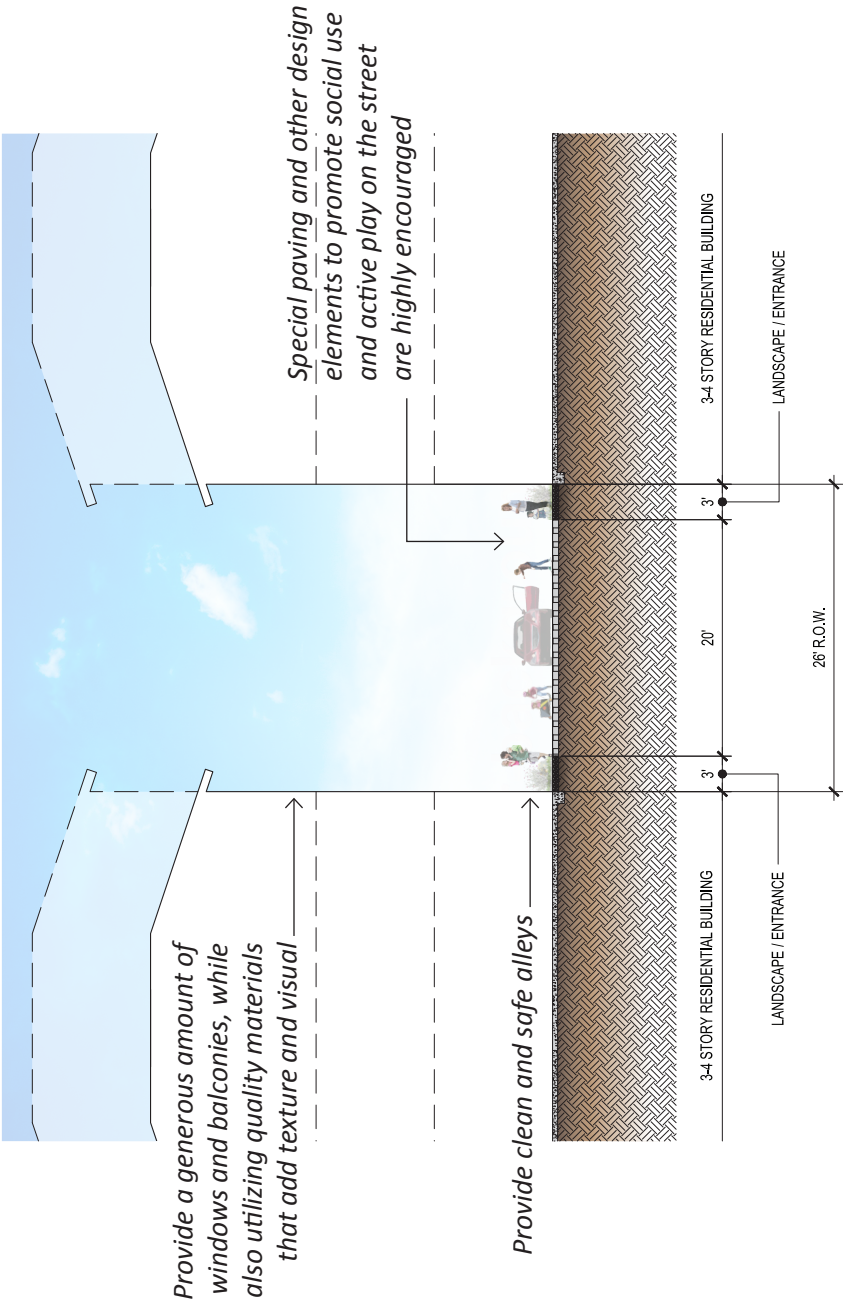




Exhibit 17  
BRT Frontage (West of Town Center Drive)  
 Refer to Key "6B" on Exhibit 8 for plan view

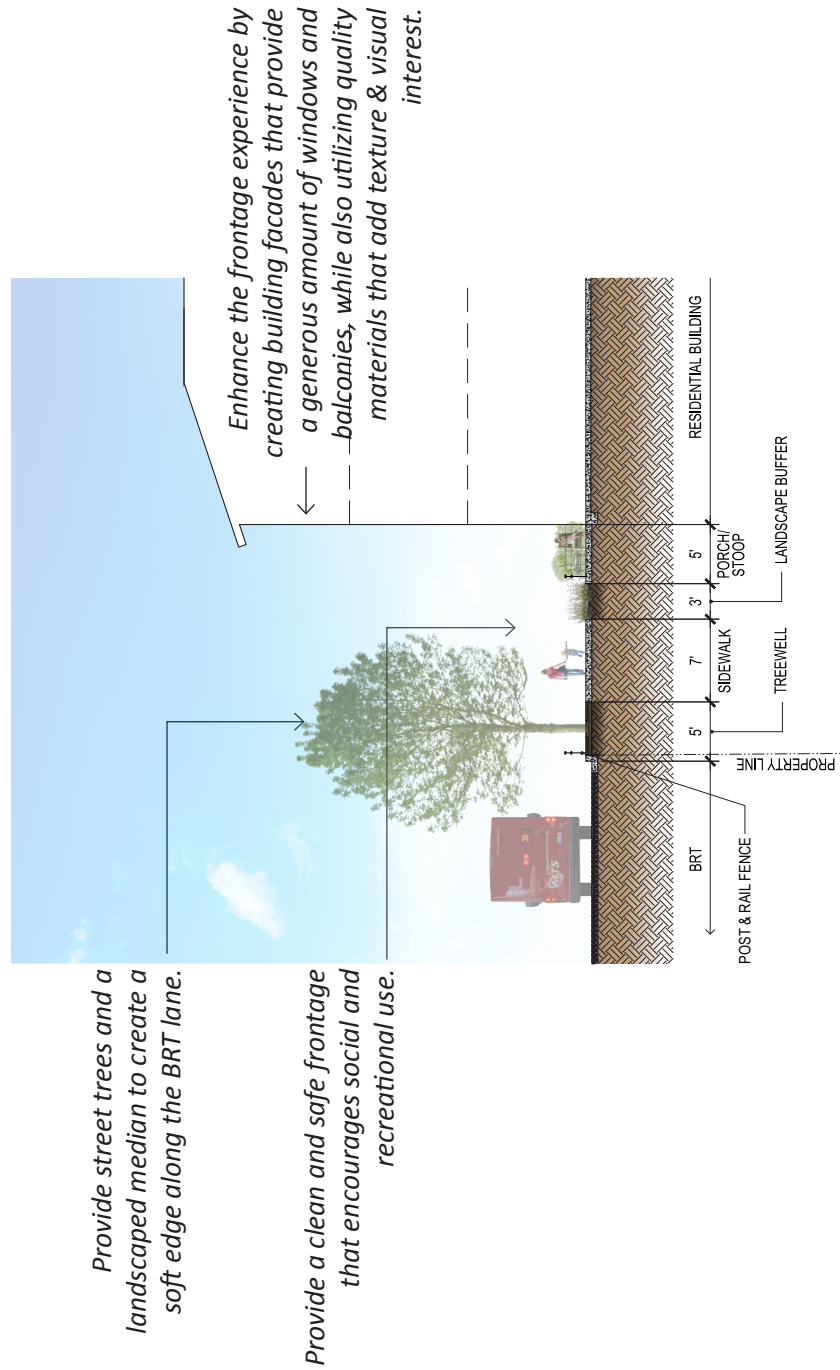


Exhibit 18  
**BRT Frontage (East of Town Center Drive)**  
Refer to Key "6A" on Exhibit 8 for plan view

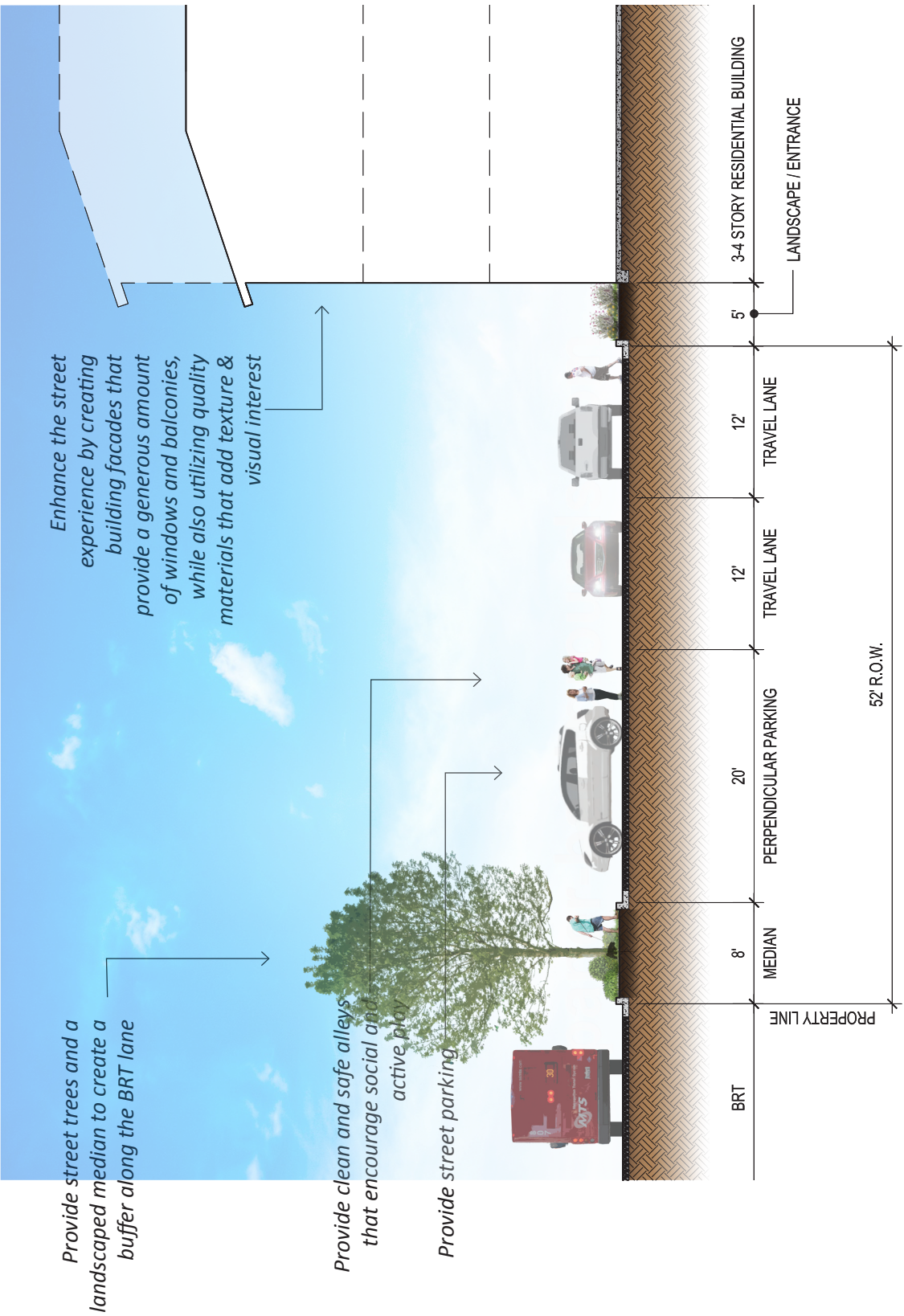
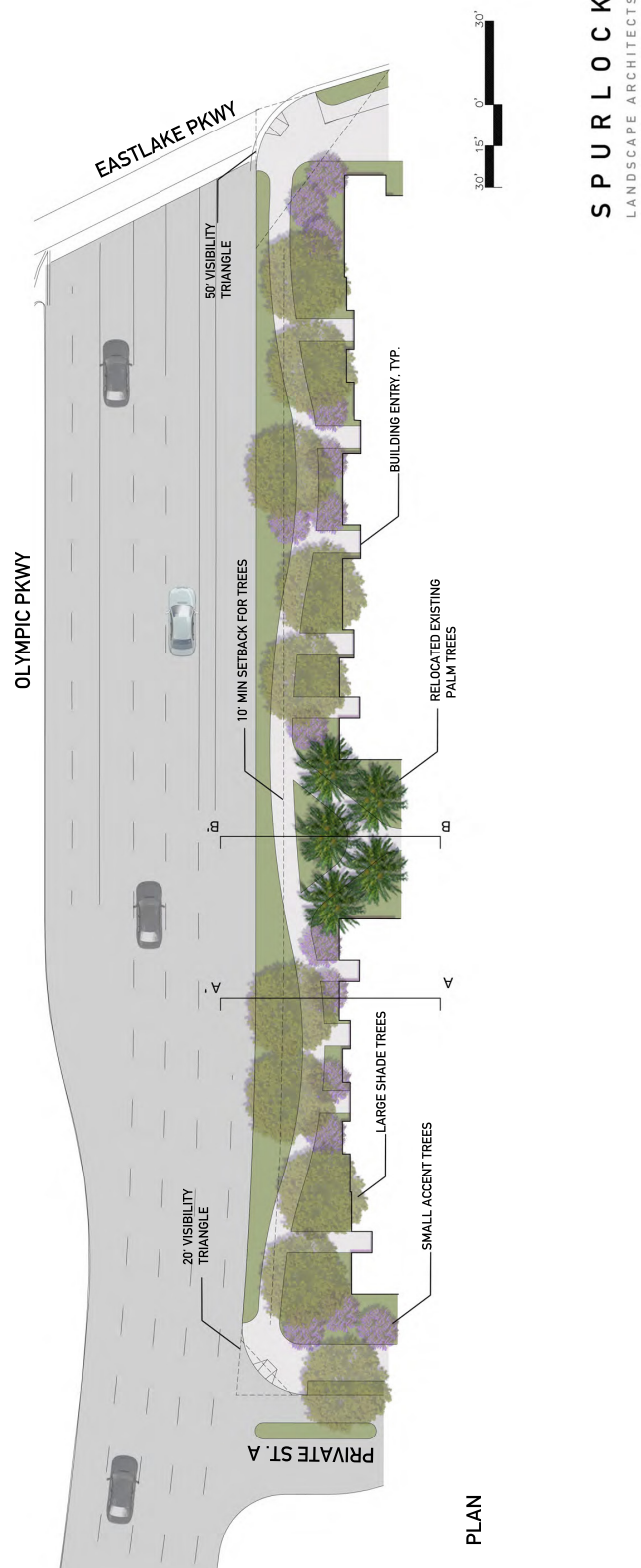


Exhibit 19  
Olympic Pkwy Landscape Concept  
 Residential East



**SPURLOCK**  
 LANDSCAPE ARCHITECTS

Exhibit 20  
Olympic Pkwy Landscape Concept  
Street Sections





Exhibit 21  
Special Consideration for Buildings



➤ *Mandatory Front Elevation with Pedestrian Entry*





Exhibit 22  
Key Pedestrian/Bicycle Circulation

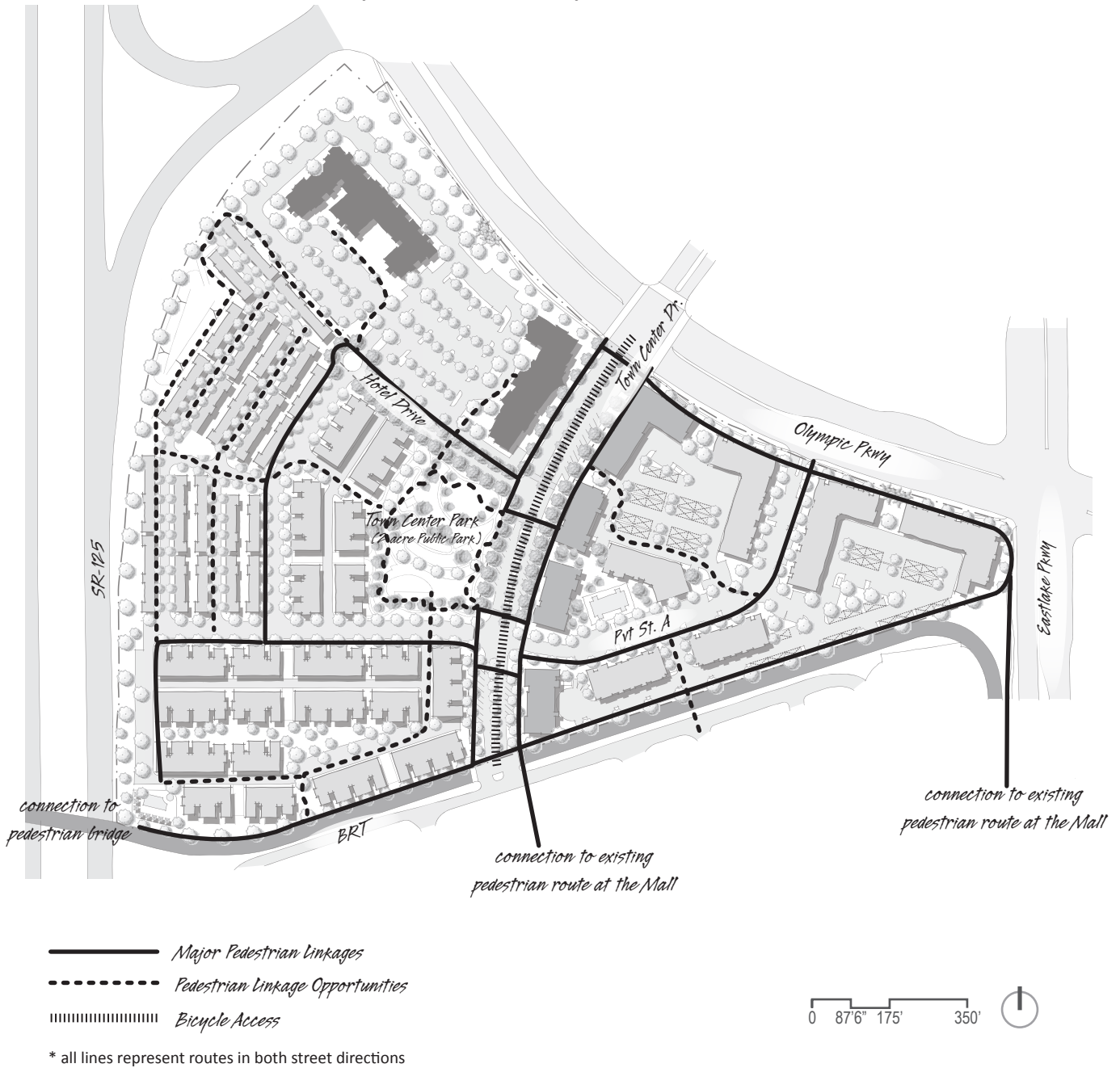
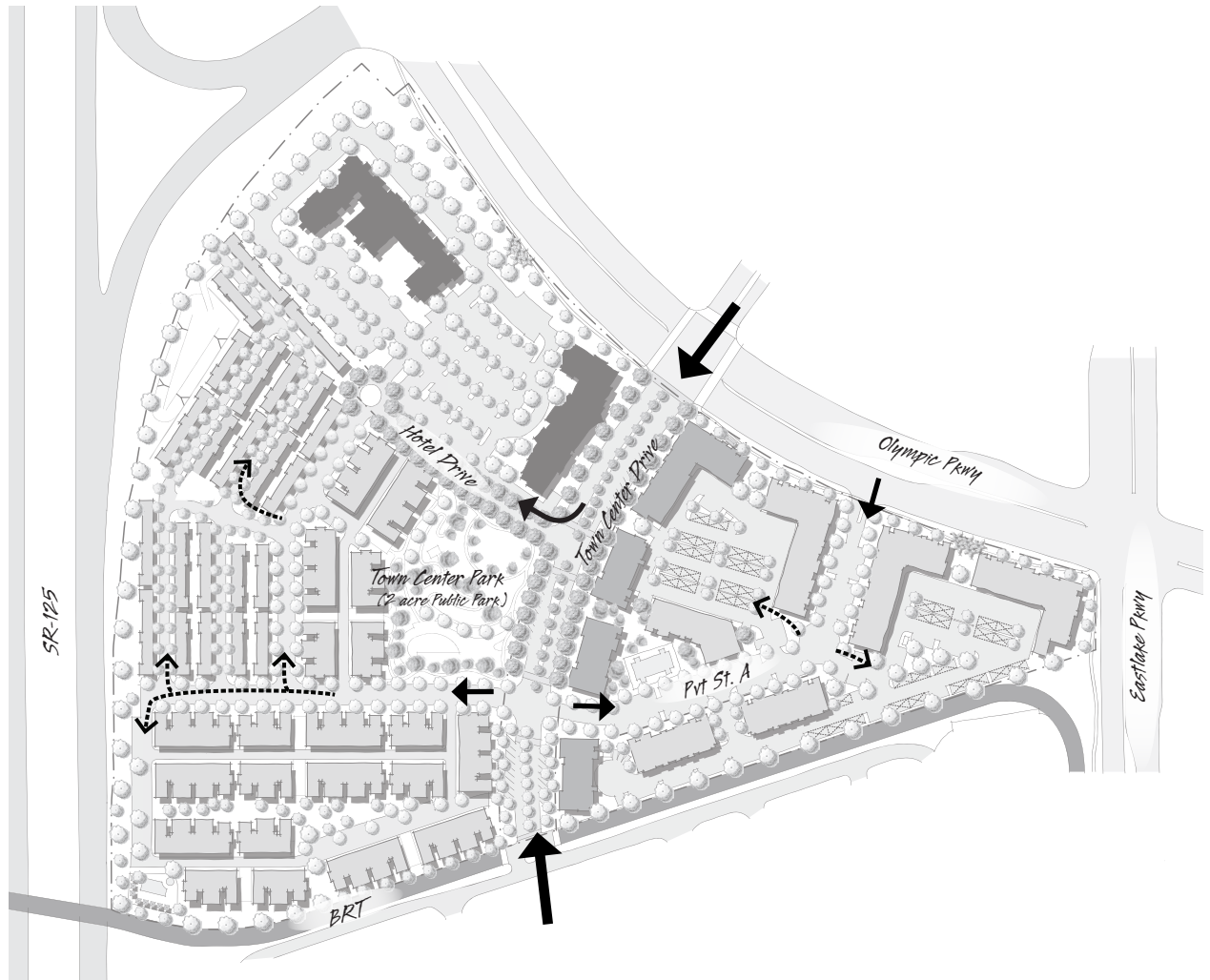


Exhibit 23  
Vehicular Access to the Project






-  Major Vehicular Access Points
-  Minor Vehicular Access Points
-  Secondary Vehicular Access Points



Exhibit 24  
Wayfinding Signage





*IV. Site Design Guidelines*



*Example traditional Spanish*



*Example Contemporary*

## B. GENERAL REQUIREMENTS

The preceding chapters describe specific FC-2 requirements. The following guidelines and requirements apply to all components within the planning area unless specified otherwise.

### 1. ARCHITECTURE

The Abstract Spanish architectural vocabulary selected for FC-2 has been designed to reflect the historic character of the area, expressed with modern architectural forms and materials. This vocabulary will complement the existing surrounding areas while providing a distinct feeling and sense of arrival for this mixed-use neighborhood.

Traditional Southern California architecture developed from a broad palette of Spanish, Mexican, and Mediterranean influences. Well suited to warm and sunlight-drenched climates, these styles shared common traits and use of materials such as simple building forms, shaded windows and doors, stucco walls, roof tiles, decorative lumber, and tile accents. The architectural styles that evolved from these traditional locations included simple building forms designed and oriented with private and shared courtyards protected from the sun. These spaces were enhanced with decorative paving, formal landscape elements, and simple architectural features that define space and scale such as iron gates and wood trellises.

These traditional elements are still relevant and valued in the Southern California lifestyle. The Abstract Spanish style builds on these timeless principles with progressive designs, materials, and features suited to the contemporary California style. Contemporary elevations continue to focus on traditional forms and detail but allow for the integration of modern materials, colors,



adaptations and artistic interpretation to generate a contemporary, yet recognizable, expression of traditional architecture.

Contemporary elevations of a traditional style combine these notions into physical reinterpretation of an architectural style that can be executed as:

- Contemporary details and materials applied to traditional Spanish architectural forms
- Alternative, contemporary forms applied to traditional Spanish materials and details
- Contemporary or alternative materials applied to traditional Spanish forms and details
- Exaggeration or emphasis of a prominent traditional Spanish characteristic with contemporary or alternative expression

The Abstract Spanish style can be designed with a broad range of expression ranging from very traditional Spanish with a few contemporary accents, to very abstract with a few iconic Spanish features. This broad architectural vernacular allows opportunity for design variety that captures the traditional feel of the area.



*Example of derived Contemporary Spanish elevation.*

*IV. Site Design Guidelines*



*Layered building walls provide massing relief.*

The following architectural guidelines shall apply to buildings proposed within FC-2:

**a) BUILDING MASSING AND SCALE**

*Abstract Spanish Style:*

- Plan and building forms are bold and simple with strong vertical accent elements.
- Building form and architectural features define private and common open space (i.e., patios, balconies, courtyards)
- Varying or layered wall planes should be incorporated on the ground floor to reduce overall building volume and articulate elevations. Layered wall planes may include cantilevered masses or balconies, recessed masses or inset balconies, arcades, colonnades, volume spaces, common open spaces, inset entries, projecting exterior stairs, or similar offset massing features.

*General Guidelines:*

- Buildings shall use simple massing forms that convey solid construction techniques. The design of all front or pedestrian-oriented building elevations shall clearly convey a distinct base, middle, and cornice feature.
- Building massing shall be broken up subtly into smaller units to engage the streetscape with pedestrian-scaled features.
- Elevations shall be articulated to reduce the box-like appearance and visual impact of repetitive rooflines.
- In larger buildings or groups of buildings, massing shall be accented with pronounced horizontal or vertical massing features. This may include a tower element, vertical stair element, horizontal colonnade or horizontal succession of porches or trellis features, a colonnade, projecting eaves, accented vertical parapet or

offset parapets, or similar design features.

- Along Town Center Drive, architecture shall be designed with entries, glazing, and/or pedestrian-scaled articulation to create a pedestrian-friendly streetscape experience.
- Large, uninterrupted wall planes are prohibited. Where entries, windows, glazing, or other articulating features are not feasible, elevations shall be broken up with the use of wall plane offsets, change in materials, and/or change in color.



*Arched windows and Mission style parapet add identifiable style to simple form and materials.*



*Architectural form, organization, and details clearly define the base, middle, and cornice of the building.*

IV. Site Design Guidelines



*Terraced walls with red brick cap and simple door header provide Spanish detail to a simple building form and basic-trimmed windows.*

a) ROOF FORM

*Abstract Spanish Style:*

- Roofs are typically exaggerated (flat, shallower, or steeper) from the traditional style and are contemporary in character; accent roof forms typically resemble the traditional style including hip, gable, and shed forms. Overall roof design should be a well composed combination of these elements:
- Traditional Spanish roof forms and materials:
  - Concrete “S” or barrel tile roof with 12” eaves and tight rakes
  - Gable roof with intersecting gable or hip forms
  - Shed roof forms at porch or projecting elements
- Contemporary roof forms and materials:
  - Parapet walls
  - Horizontal projections
  - Broad or exaggerated eave overhang
  - Roof top decks with contemporary or traditional railing
- Design roof to have a *minimum* of two distinct ridge heights and two distinct roof forms (preferably one traditional and one contemporary element).
- Pronounced contemporary parapet and cornice treatments are encouraged, complementary to the design vocabulary.
- Prohibited: Roofs comprised on a single form, such as all hip roofs.

*General Guidelines:*

- Rooflines and pitches, ridgelines and ridge heights should create a balanced form to the architecture and elevation.



- Rooftop mechanical equipment shall be screened from view of adjacent properties and the freeway.

#### c) ARCHITECTURAL FEATURES AND MATERIALS

##### *Abstract Spanish Style:*

- Contemporary Spanish architectural features and materials shall be used.
- Stucco should be the predominant wall material articulated with projecting or recessed openings.
- Use of wood, stone, siding, non-reflective metal, change in stucco texture, or similar traditional or contemporary material accent is encouraged.
- Front entries are typically less pronounced than in historical styles, however entries should be articulated by trim, form or overhangs for resident identification.
- Each elevation to include a form, detail or signature feature reflective of the derived traditional Spanish style (i.e. panel or Bermuda shutters, arched openings, wood accent materials, corbels, shaped rafter tails, terraced walls, tile accents, accent shed roofs, hip roofs, gable roofs with intersecting gables, vertical tower elements, sheltered entries, recessed windows, colonnade, colored tile roof).
- Full or flat arches, reflective of traditional Spanish styles, of appropriate scale are encouraged and may be used individually or combined.
- Overhangs may project at any angle coherent with the architectural design of the building; overhangs shall be designed to be obviously Spanish or Contemporary, not nondescript.



*Contemporary form and design could be adapted to Abstract Spanish with addition of arched windows, change brick to a more Spanish material choice, and introduction of an accent roof form with red barrel tile.*



*IV. Site Design Guidelines*



*Traditional Spanish arcade with second story balcony and wood braces of the top elevation could be combined with contemporary building massing and materials of the lower elevation.*

*General Guidelines:*

- To convey a cohesive and understandable architectural character, developments along the same street or within a complex shall include buildings of similar but varying height and share one or more distinctive elements: materials, window style, door style, detailing, porches, arcades, overhangs, roofing, color, etc.
- The highest use pedestrian areas (i.e., courtyards, plazas, primary streets) shall have the highest level of design detail. All other elevations shall be consistent in architectural vernacular.
- Carefully consider the diameter, height, and width of columns and arches. Supports shall be scaled to be visually appropriate in relation to the supported arch or upper floor mass.
- Consider placement of stucco control joins on elevation design.
- Accent materials and/or colors should be used to enhance the architectural character.
- Colors and materials shall be designed as an integral feature (including placement, scale/sizing, and transitions) of the overall architecture. Offset massing features are appropriate for changes of materials and colors.
- Overhangs shall be sized to be functional in providing pedestrian shade and articulating shadow for the elevation.

*Doors, Windows & Shutters:*

- Generally doors and windows should be vertically proportioned. Placement of these features shall be balanced to provide a visually understandable elevation; use of multiple different sized, shaped, and offset windows is discouraged.
- Doors are encouraged to be protected, via recess or projection, and accented as primary features of the elevation making individual units recognizable.
- Windows shall be consistently treated or trimmed; either all traditional with recesses or surrounds, or all contemporary with little to no trim. Combining traditional and contemporary windows styles on a single elevation is discouraged.
- Mullions or divided lites should be used, where appropriate to the architectural design, to break up glass and add interest to the overall elevation of the building.
- Design of shutters shall be proportioned to match (in width, height, and depth) the correlating window opening.



*Traditional Spanish door and window treatments.*



*Contemporary door and window treatments.*

*IV. Site Design Guidelines*



*Design landscape and hardscape as integral to site planning.*

**d) OTHER FEATURES**

*Abstract Spanish Style:*

- Architecture shall provide traditional shade, indoor and outdoor spaces, and people-gathering areas such as a plaza, courtyard, enhanced shared streets, and/or paseo. Features and design used to create these spaces may be Spanish or Contemporary in design.
- Overhead features that create a sense of enclosure and encourage visitors to linger and enjoy the area are desirable aspects of plazas and pedestrian areas. Features such as trellises, canopies, arcades, projecting features, and roof overhangs achieve these objectives and provide a measure of weather protection when necessary.

*General Guidelines:*

- Exterior stairs shall visually read as a volume integral to the building, or as a significant defined architectural accent.
- All accessory structures (i.e., exterior stairs, carports, freestanding garages, collection area walls, mechanical equipment screening walls, recreation building, bathrooms, etc.) shall be architecturally integrated with the development.
- Landscape and hardscape features shall be incorporated into the design of plazas, courtyards, enhanced shared streets, and paseos wherever practical to soften the pedestrian experience.
- Seating, outdoor eating areas, and shopping entries are encouraged along Town Center Drive in conjunction with non-residential uses.
- Privacy walls, space defining features, and

pedestrian gates shall be designed and located for ease of building and unit access.

- Gutters and downspouts shall be integrated into the architecture (blending with the adjacent wall or highlighted as a design feature) and be channeled into adjacent planting or recharge areas wherever possible.
- Refuse, recycling, and storage containers shall be completely screened. No collection or storage area shall be visible from a perimeter street or located between a street and front elevation of a building; exact location shall be determined at Individual Precise Plan level.

#### *Non-Residential / Mixed-Use Design*

- Large massing or wall expanses shall be broken by layered wall planes, material or color breaks, and design features that create a pedestrian-scaled elevation.
- A minimum of 50% of any store front or live/work space should be comprised of glazing, subject to design review.
- Large unbroken expanses of glass or other shiny or reflective surfaces are prohibited.



*Glazing, massing, and window placement is critical in defining the pedestrian-scale on non-residential*



*IV. Site Design Guidelines*



*Elevation facing Shared Street has high level of detail and articulation to indicate the “front elevation” along this shared space.*

*Enhanced Shared Streets*

To provide a quality pedestrian experience, enhanced shared streets may be incorporated in the site plan design.

- Shared streets are narrow, intimate spaces that balance vehicular access and service functions with active building frontages that create an inviting pedestrian experience.
- Elevations facing the shared streets shall be treated as the front of the building.
- Enhanced paving, coordinated use of materials, and landscaping should be used in these spaces to promote walkability and an intimate atmosphere.



*Enhanced paving and landscaping add texture and pedestrian-friendly features.*



The following building specific guidelines apply to structures located within FC-2 and shall be applied by building type as described below.

For purposes of Exhibit 23, the following definitions are used:

- Building Type A Defined: Includes all buildings except those designated multi-family residential (hotel and mixed-use buildings).
- Building Type R Defined: Includes multi-family residential designated buildings.



## Exhibit 25 Building Materials and Finishes

		PREFERRED		ACCEPTABLE		PROHIBITED		Notes
		A	R	A	R	A	R	
ROOFING								
Flat Concrete Tile								Rich, dark colors (reds & browns) A maximum of 10%-20% of the roof surface area may be of metal Must be painted
Galvanized Corrugated Metal								
Galvanized Metal Fascia								
Wood Fascia								A maximum of 10%-20% of the roof surface area may be of a metal
Slate								
Copper								
S Barrel Tile								For accent use and/or for patterned roof Flat surfaces only
Pan Mission Tile (round or flat)								
Colored Ceramic Roofing Tiles								
Bitumen								
Wood Shake								
Wood Shingles								
Asphalt Shingles								
EXTERIOR WALLS AND SIDING								
Stone/Veneer								Per architect's recommendation
Community Block								
Brick Veneer								
Wood Battens								Horizontal or vertical
Wood Shingles								
Chain Link								
STUCCO								
Smooth Trowel Finish								Traditional character Stain finish or painted, warm colors Anodized
Modern American								
Splatter Finish								
Pebble Dash								Stain finish or painted, warm colors
Machine Applied Color Coat								
Floated Finish (adobe like)								
WINDOWS								
Multi-Paned								
Wood Mullions								
Metal Mullions								
Wood Shuttered								
Large Expanse of Glass								
STOREFRONT								
Multi-Paned								
Wood Mullions								
Metal Mullions								
Large Expense of Glass								

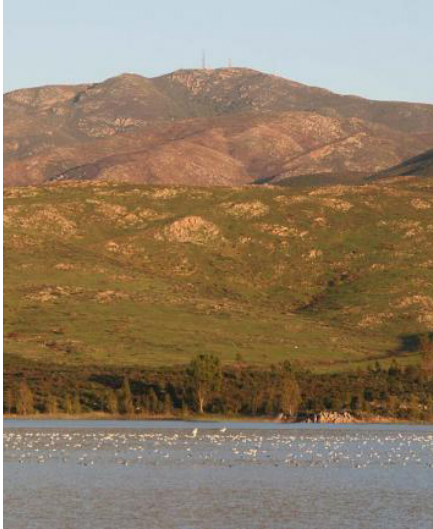
### Building Type

Building Type A - Includes all buildings except those designated multi-family residential.

Building Type R - Includes multi-family residential designated buildings.

## Building Materials and Finishes - Continued

Building Type	PREFERRED		ACCEPTABLE		PROHIBITED		Notes
	A	R	A	R	A	R	
AWNINGS							
Canvas							Simple angled surface Anodized - Color to match arch.
Sheet Metal							
Plastic							
Domed							
Internally Lit							
TRELLISES							
Must Complement Building Architecture if Attached							
Metal							Anodized
Wood							Stain finish, warm colors
ARCADES							
Must Complement Building Architecture							
Stone							Per architect's recommendation Stain finish, warm colors Smooth hand-trowel finish, light colors Accents only
Wood							
Stucco Finish							
Ceramic Tile Accents							
American Modern Stucco Finish							
Splatter Stucco Finish							
Pebble Dash Finish							
DOORS							
Wood Framed							Stain finish or painted, warm colors Galvanized metal painted Galvanized metal painted Galv. metal painted/non-street front Galvanized metal painted Galvanized metal frame painted
Metal Framed							
Louvered							
Roll-up							
Steel							
Glass							
Non-Tempered Glass							
COLUMNS							
Stone/Veneer							Per architect's recommendation Stain finish, warm colors Smooth hand-trowel finish Anodized Accents only
Wood							
Concrete							
Metal							
Ceramic Tile Accents							
Raw Metal							
Stucco							
GATES							
Metal							Galvanized and painted Painted
Wrought Iron							
Steel (Preferred)							
Raw Metal							
Wood							
Chain Link							



## 2. LANDSCAPE ARCHITECTURE

Taking strong cues from the land and surrounding ranch character, Freeway Commercial 2 uses topography and plant material to give expression to the neighborhood. A framework of Landscape Character Zones is used to create both connections and destination places. Landscape elements include not only planting but elements such as pedestrian pathways, streetscape, creation of shade through structure or trees, and the delineation of small and large gathering spaces. Also included are details such as seating, lighting, paving, signage and functional qualities like fencing, railing and walls (freestanding and retaining).

Trees shall be incorporated into the pedestrian plazas and pathways, planted flush to ground level with overhead branches creating canopies and shade where needed. All public landscaping within the public right-of-way shall be approved by the City and installed in accordance with City standards.

General landscaping guidelines are as follows:

- Informal or asymmetrical plan layout may be combined with formal plan layout.
- Environmental factors (i.e. provision of deciduous trees allow for summer shade and winter sun on southwesterly exposures) should be taken into consideration.
- Horticulture specifics to be considered include soil type, water availability, type of maintenance available, etc.
- Low water use plant material is highly encouraged.
- Adjacent parking areas shall be buffered from the pedestrian paths with landscape screening.
- Parking lots shall be designed to incorporate the “orchard concept” of tree planting.



#### a) PLACES

The connecting framework of streets and park landscape form places that derive their character from the various individual residential and hotel product types. The intent is to give the residents and shoppers in each community a unique sense of place in each location, while also connected to the entire neighborhood.

- Each place should relate to the architectural character of the area providing distinction between different areas.
- The distinctions could include different color palettes in paving, planting, etc. but should remain subtle rather than overt.
- Street furnishings should remain constant throughout the village to connect each individual place to their larger neighborhood.



#### b) PEDESTRIAN PAVING

The following paving guidelines apply to all areas:

- The ground surface should be broken up into appropriately scaled geometric patterns which are related to the design of the building, to the general area within which the building is located and to plantings.
- Enhanced concrete, pavers, stone, decomposed granite, tile, and brick are the preferred surface materials. Where concrete is used, it should be appropriately colored and textured.
- Large uninterrupted paved horizontal surfaces should be broken up and closely coordinated with the design of adjacent structures.

Paving materials are subject to the following additional requirement:

##### Sidewalk & Streetscape Paving

- Conventional sidewalk: natural color concrete - light broom finish.





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Decomposed Granite



Enhanced Concrete



Concrete Pavers

**Pedestrian Pathways**

- Enhanced finished concrete paving
- Concrete paving with exposed aggregate
- Stabilized decomposed granite pathways
- Wood or recycled plastic decking
- Flagstone

**Plazas & Special Outdoor Areas:**

- Natural stone paving complimentary to color and material palette for Otay Ranch.
- Interlocking pavers, pattern and color compatible with Otay Ranch palette
- Natural Stone Unit Pavers.
- Integral colored concrete (natural stone colors) with textured finishes
- Stamped or patterned concrete (natural stone colors)
- Fired clay pavers
- Pre-cast concrete pavers (natural stone finishes and colors).
- Ceramic tile accents
- Stabilized decomposed granite
- Saltillo tiles (or colored stamped concrete to imitate Saltillo tiles)

**Prohibited Materials**

- Common gravel
- Asphalt or asphaltic concrete
- Intense primary colored paving

Note: Asphalt or asphaltic concrete is permitted in parking lots and drive aisles throughout the Village Core.

c) WALLS AND FENCING (freestanding patio and/or landscape walls and retaining walls)

Where open or solid fence/wall treatments are visible and/or adjacent to a public right-of-way, the approved Otay Ranch wall shall be used. Heights are limited to 6 feet except where a combination retaining wall and wall/fence are within 4' of each other the height may be as high as 8-1/2'. Sound barriers taller than 8½ feet must be a combination of a wall at 8½ feet and berm. Other fence/wall treatments are subject to the following:

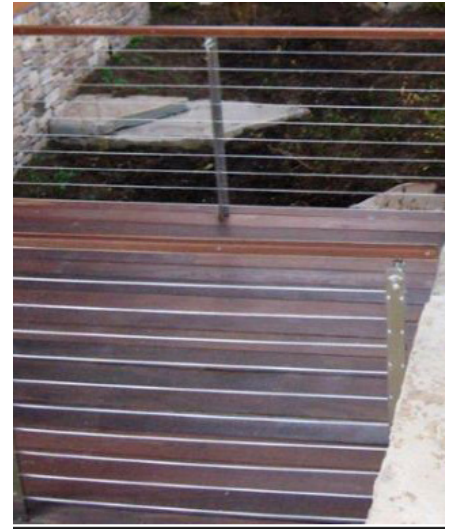
Permitted Materials

- Decorative steel or aluminum (with approved finishes)
- Natural Stone
- Gabion
- Otay Ranch natural stone
- Pre-cast concrete
- Cast in place concrete
- Corten Steel
- Plaster coated block wall to match adjacent building(s)

Prohibited Materials

- Wood structural walls
- Chain link<sup>1</sup>
- Plastic
- Other “styles” not in keeping with the architectural theme

<sup>1</sup> Chain link fencing permitted in public parks only.



Metal Railing



Concrete Seat Wall



Natural Stone Wall





Schinus molle



Quercus agrifolia

#### d) PLANT MATERIALS

##### Permitted Plant Materials<sup>2</sup>:

##### Town Center Drive

###### Trees such as:

Quercus agrifolia	Coast Live Oak
Schinus molle	California Pepper Tree
Washingtonia robusta	Mexican Fan Palm

###### Shrubs & Groundcover such as:

Agave attenuata	Foxtail Agave
Carex pansa	California Meadow Sedge
Muhlenbergia rigens	Deer Grass
Salvia 'Bee's Bliss'	Bee's Bliss Sage
Senecio Serpens	Blue Chalksticks

##### Hotel Drive

###### Trees such as:

Platanus Mexicana	Mexican Sycamore
Washingtonia robusta	Mexican Fan Palm

###### Shrubs & Groundcover such as:

Bougainvillea Species	Bougainvillea
Dianella T. 'Variegata'	Variegated Flax Lily
Festuca Mairei	Atlas Fescue
Muhlenbergia C. 'Regal Mist'	Pink Muhly

##### Private Street A

###### Trees such as:

Cassia leptophylla	Gold Medallion Tree
Schinus molle	Mission Pepper

###### Shrubs & Groundcover such as:

Carex pansa	California Meadow Sedge
Miscanthus sinensis	Chinese Silvergrass
Muhlenbergia rigens	Deer Grass
Nassella pulchra	Purple Needle Grass
Salvia 'Bee's Bliss'	Bee's Bliss Sage
Sesleria autumnalis	Autumn Moor Grass
Verbena lilacina 'De La Mina'	Cedros Island Verbena

<sup>2</sup> This list is not exhaustive. Other plant materials may be proposed, subject to approval of the Director of Development Services and the Fire Marshal.

### One-Way Shared Streets

#### Trees such as:

Jacaranda mimsifolia	Jacaranda
Tipuana Tipu	Tipu

#### Shrubs & Groundcover such as:

Agave attenuata	Foxtail Agave
Aloe Species	Aloe
Anigozanthos	Kangaroo Paw
Baccharis pilularis 'Pigeon Point'	Dwarf Coyote Brush
Calliandra spectabilis	Calliandra
Elymus C. 'Canyon Prince'	Canyon Prince Wild Rye
Festuca rubra 'Molate'	Molate Red Fescue



Agave attenuata

### BRT Frontage

#### Trees such as:

Quercus suber	Cork Oak
Tipuana tipu	Tipu

#### Shrubs & Groundcover such as:

Agave attenuata	Foxtail Agave
Anigozanthos	Kangaroo Paw
Calliandra spectabilis	
Muhlenbergia rigens	Deer Grass
Baccharis pilularis	Coyote Brush



Muhlenbergia rigens

### Alley

#### Trees such as:

Pyrus calleryana 'Capital'	Capital Flowering Pear
----------------------------	------------------------

#### Shrubs, Vines & Groundcover such as:

Bougainvillea Species	Bougainvillea
Carrissa macrocarpa	Natal Plum
Lonicera species	Honeysuckle
Pittosporum tobira	Mock Orange
Vitus Roger's Red	Roger's Red Grape

### Prohibited Plant Materials:

See "Fire Protection Plan for Otay Ranch Villages 2, 3 and a Portion of 4" approved by the Chula Vista City Council on May 23, 2006.

### 3. LIGHTING/SIGNAGE/STREET FURNISHINGS

#### a) LIGHTING

Complimenting the landscape zones, the lighting concept for the planning area highlights not only the character of the area but is appropriately matched to the zoning distinctions.

Each lighting zone will provide the appropriate lighting standards for the use of the areas as well as adhere to the character of the space and surrounding architecture. The lighting zones (Exhibit 24) are as follows:

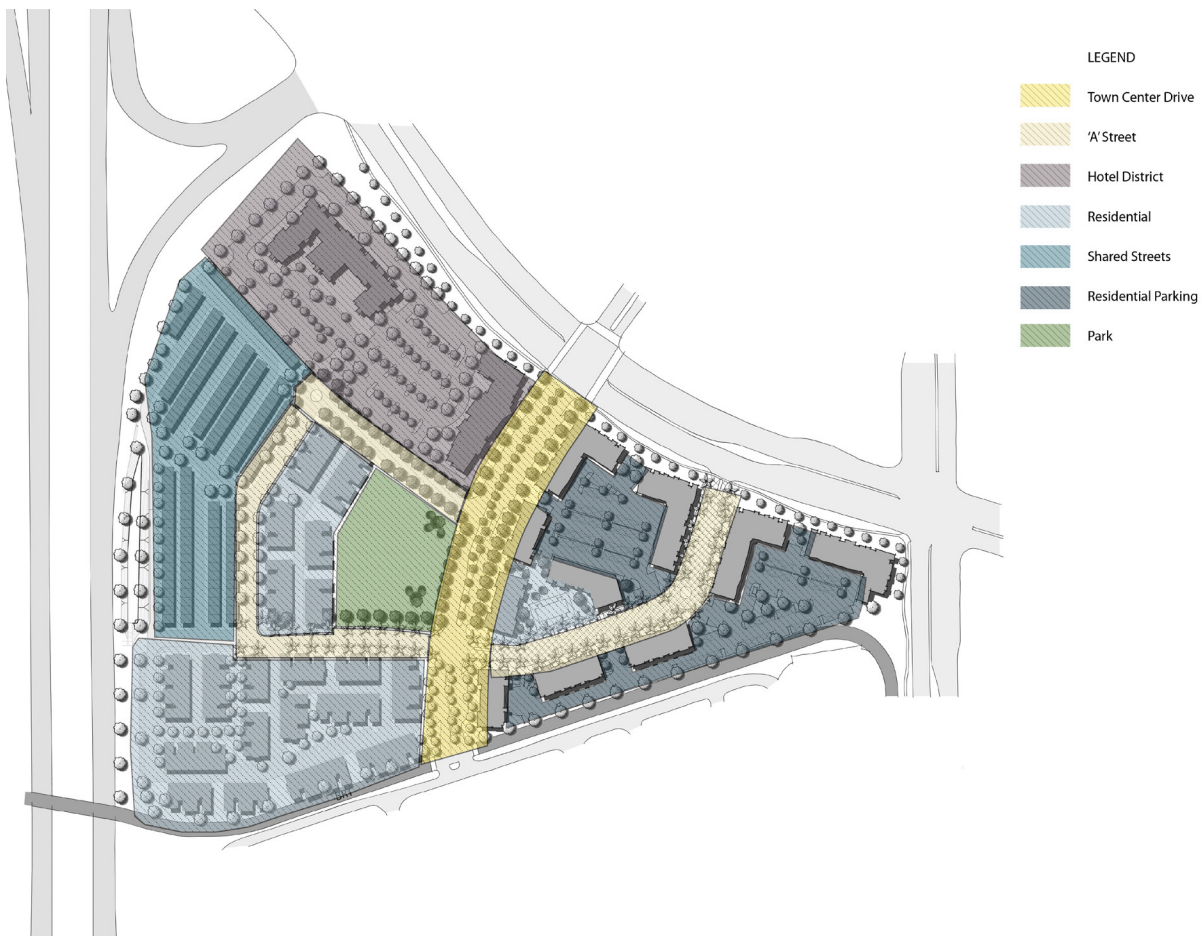
- Town Center Drive: primarily pole lighting for vehicular traffic with smaller scale lighting for pedestrian circulation along the sidewalk, but includes fixtures that create a sense of arrival to the project.
- Private Street A: pole lighting for vehicular traffic and smaller scale lighting for pedestrians. Lighting should compliment the architectural character of the adjacent buildings.
- Hotel District: provided in a separate package to suit the needs of the hotel parking lot, entrance and amenity areas.
- Residential: lighting in this zone is primarily for safety and security. Lighting consists primarily of pedestrian scale lighting and building mounted lights.
- Shared Streets: lighting in this zone also focuses around safety and security lighting as well as pedestrian scale lighting along the shared street frontage.
- Residential Parking: lighting for these zones consist of safety and security lighting within the parking lot for vehicular and pedestrian circulation.
- Park: the park lighting shall consist of a wide arrange of light fixtures to provide safety





and security within the park at night. Special lighting will also be provided for the various amenity areas and to serve events and activities that will occur in the park, such as the amphitheater, splash pad, public plaza, event lawn, as well as lighting for the pedestrian paths.

Exhibit 27  
Lighting Zones



General lighting guidelines are as follows. All lighting located within the public right-of-way shall be approved by the City of Chula Vista and installed in accordance with City standards.

a. Purpose

At night, lighting is an integral component of this built and natural environment. It is important that illumination is intelligently planned to complement this environment, is subtle and avoids over lighting and provides a cohesive appearance for the Village Core and remainder Village neighborhoods. Safety and security for persons and property are also of paramount concern, and it is necessary to recognize the importance of quality of light versus quantity.



The goal of this guideline is to promote a high standard of quality for lighting in the Village Core area, and to assist Design Review Committee, Planning staff, architects, lighting designers, and applicants with an understanding of the concepts behind good lighting design and a means to achieve that goal by establishing parameters to enable reviewers to determine that the intent of the guidelines has been met.

b. General Guidelines

- Lighting fixtures shall be appropriate to the style of architecture or aesthetically concealed from view.
- Illumination levels shall be appropriate to the type of use proposed, the architectural style of the structure and the overall neighborhood.
- Lighting shall be designed to control glare, minimize light trespass onto adjacent properties, minimize direct upward light emission, promote effective security, and avoid interference with safe operation of motor vehicles. The minimum intensity needed for the intended purpose shall be used. This

paragraph is not intended to preclude the use of decorative lantern fixtures with visible lamps, provided that they meet other provisions of these guidelines.

- Lighting of building facades shall be considered for appropriateness.
- Blinking, moving or changing intensity of illumination; illumination of roofs; and internal illumination of awnings are prohibited. Strings of small lights attached to buildings are not generally allowed except for temporary holiday installations between the last week of November and the first week of January of the following year. However, string lights may be utilized in trees and within plaza/gathering areas.
- In all residential areas, illumination levels shall be compatible with residential uses. Lighting for commercial installations proximate to residential uses should be designed to be compatible with residential illumination levels.
- Lighting of signs shall be consistent with these guidelines.
- Other laws or ordinances may require minimum illumination levels for specific applications and may conflict with these guidelines. In such cases, those laws or ordinances shall govern.

#### c. Specific Guidelines

##### Parking Lots and Traffic Areas

Goal: To provide a cohesive and homogeneous general illumination for parking lots and traffic areas that is similar to the color quality of incandescent lighting.

- The use of Deluxe HPS lamps is encouraged to provide high color rendering ability.
- To meet minimum industry-recommended light levels for safety and uniformity, but avoid glare and over lighting. Design review boards may

approve higher light levels than stated below, where necessary in limited areas, for additional safety and security.

- To promote the use of cut-off type fixtures for area lighting, and decorative lanterns for lower level accents.
- Lighting shall be High Pressure Sodium (HPS), Standard or Deluxe.
- Lamps in cut-off type fixtures should be a maximum of 400 watts. Horizontal lamp mounting and flat glass lens are preferred over vertical lamp mounting. 'Sag' or 'drop' lenses result in excessive glare and are not acceptable. Additional shielding of fixtures shall be required as determined by the design review board to avoid fixture glare viewed from adjacent residential properties.
- Lamps in decorative lantern type fixtures should be a maximum of 100 watts.
- Fixtures should be in scale with the proposed pole height. Elevations of the building with poles and fixtures superimposed shall be provided for review.
- Pole lighting fixtures shall also be shown on the landscape plan to demonstrate coordination of fixtures and tree planting.
- Lighting installations shall be equipped with controls for photocell on and timer off. Plans submitted shall specify the off time proposed. This requirement shall not preclude a provision for reduced light levels or reduced number of fixtures for after-hours security.

#### Exterior Sales and Service Areas

- Lighting shall be High Pressure Sodium (HPS), Metal Halide (MH), or Fluorescent.
- Pole mounted fixtures shall have 400 watt maximum HPS or MH lamp in cut-off type

fixtures. Horizontal lamp mounting and flat glass lens are preferred over vertical lamp mounting. 'Sag' or 'drop' lenses result in excessive glare and are not acceptable. Additional shielding of fixtures shall be required as determined by the design review board to avoid fixture glare viewed from adjacent residential properties.

- Fixtures should be in scale with the proposed pole height. Provide an elevation of the building with poles and fixtures superimposed.
- Lighting installations shall be equipped with controls for photocell on and timer off. Plans submitted shall specify the proposed off time. This requirement shall not preclude a provision for reduced light levels or reduced number of fixtures for after-hours security.
- Fixtures mounted in service station canopies should be fully recessed, where feasible, and with flush or recessed diffusers. Where the underside of a canopy is sloping, fixtures should be of a type to permit aiming straight down. All fixtures shall be designed to control glare.
- Pole lighting fixtures shall also be shown on landscape plan to demonstrate coordination of fixtures and tree planting.

#### Landscape and Building Lighting

- Lighting should be High Pressure Sodium (HPS), Metal Halide (MH), Fluorescent, or Incandescent. Mercury Vapor (MV) may be used for illuminating landscaping.
- Landscape and building lighting should be carefully shielded to avoid view of the source and aimed to avoid spill light onto adjacent properties or into the night sky.
- Lighting should be subtle. HPS, MH, or MV sources should not exceed 175 watts, and incandescent sources should not exceed 300



watts.

- Lighting installations shall be equipped with controls for photocell on and timer off. Plans shall specify the off time proposed. This requirement shall not preclude a provision for reduced light levels or reduced number of fixtures for after-hours security.

#### Security Lighting

- Security lighting is exterior lighting installed solely to enhance the security of people and property.
- Security lighting should meet the above guidelines, and especially should be designed to control glare and direct view of illumination sources, and to confine illumination to the property on which the fixtures are located.
- Lighting fixtures that are aimed at a building are much more effective for security than fixtures that are mounted on the building and that can blind observers of the property (police, neighbors or others).
- Security lighting shall be High Pressure Sodium (HPS) or Incandescent.

#### d. Exceptions to Guidelines

- Nothing in these guidelines shall preclude the design review board from reviewing and approving, or conditionally approving, an exception to these guidelines. Exceptions may include, but are not limited to, illuminance level, illumination source, or pole height. The design review board shall include findings in their approval, such as references to historical authenticity, special circumstances, existing installation, or other similar findings as deemed appropriate. The approval of an exception shall not be construed to establish a precedent.
- Sport court lighting and security lighting

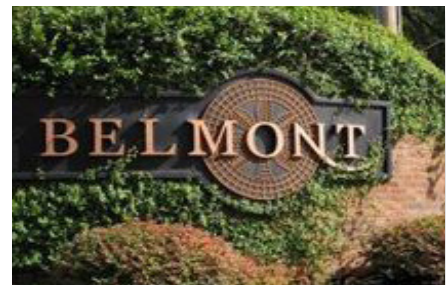
within public parks are exempt from lighting guidelines.

#### b) SIGNAGE

##### a. General Guidelines

These general sign guidelines apply to all signs within FC-2.

- All signs must comply with and incorporate all of the standard provisions of CVMC 19.60.050.
- Signs must be thoughtfully designed, placed and proportioned to the individual architectural facade on which they are placed. Care in the design and installation of store signs will enhance customer's appreciation of individual tenants and contribute to the project's overall success.
- Natural stone, masonry and metal shall be incorporated in the permanent signs when feasible.
- All signs shall be in scale with the surrounding buildings. Colors and materials shall be compatible with the established architectural and landscape architectural vernacular.
- All permanent signs shall be made of durable rust-inhibited materials.
- No wall signs (in windows or in exterior of windows) shall cover windows, frames, stripes or other architectural details. Wall signs shall fit comfortably into open wall surfaces leaving ample margins.
- No fascia signs shall be allowed on angled walls or mansard roofs, or on equipment screens.
- Temporary signs are permitted in accordance with the provisions of the Comprehensive Sign Regulations found within the PC District Regulations.
- Sign structures, supports and hardware shall be concealed or integrated into the signage design. Architectural screening surrounding signposts



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shall not be calculated as part of the sign face area.

- All logo images and type styles shall be accurately reproduced on all signs. Lettering which approximates type styles is not acceptable. A sign that incorporates logos, business identity and/or designates the type of business (e.g., Jewelry, Flowers, Coffee, etc.) is encouraged.
- All dimensional letters shall be affixed individually and without visible means of attachment, unless attachments make an intentional statement. No lighted signs or light fixtures shall have exposed conduits or raceways.
- Temporary ground monument signs, as well as permanent monument signs which are perpendicular to the street, shall be allowed up to and abutting the property line. When signs are present in setback areas, signs shall be positioned to maintain safe sight distances at entrances to the public right-of-way.
- The ground surrounding monument signs may be bermed, and walls with signs attached may be stepped, if necessary, in order to elevate the signs.
- Vinyl lettering is prohibited on pedestrian-oriented signs.
- Indirect lighting (e.g., edge lighting or front lighting) shall be arranged so that the light source is not visible from any normal viewing angle (e.g., from the street, sidewalk, parking lot, and storefront approach or from other perimeter locations). In the case of hanging or projecting signs, visibility of light sources shall be minimized as much as possible.
- Silhouette-illuminated or backlighted forms shall be free of lighting leaks.
- Underwriter's Laboratory-approved labels shall

be affixed to all electrical fixtures.

- Surfaces with color mixes and hues prone to fading (e.g., pastels, fluorescent, complex mixtures, and intense reds, yellows and purples) shall be coated with ultra violet-inhibiting clear coat in a matte, gloss or semi-gloss finish.
- Joining of materials (e.g., seams) shall be finished in such a way as to be unnoticeable.
- Visible welds shall be continuous and ground smooth.
- Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled and finished so as to be unnoticeable.
- Finished surfaces of metal shall be free from canning and warping.
- All sign finishes shall be free of dust, orange peel and drips, and shall have a uniform surface conforming to the highest standards of the industry.
- Only professional sign fabricators and installers approved by the Landlord who are well qualified in the techniques and procedures required to implement the sign design concept shall be used.
- Any building with double frontage shall have addresses on both frontages.



#### b. Specific Requirements

##### *Town Center Drive*

A unified thematic sign program is required for the Mixed Use Commercial signs.

The specific sign guidelines that follow pertain to the Commercial and Retail uses unless noted otherwise, and supplement but do not replace the Comprehensive Sign Regulations found within the PC District Regulations for Otay Ranch FC-2 SPA Plan.



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Signs may be designed within a neo-traditional, eclectic context, encompassing a diversity of design styles, as a collection of the best elements from the past, present, and future.

Tenant signs should be sculptural as well as informative. They should be imaginative, combining or juxtaposing forms, finishes, and lighting to make a statement that extends beyond the meaning of words and letters. Signage should contain both unified and contrasting elements so that storefronts display a sense of dynamic tension that sparks interest and excitement while achieving compatibility with the architectural vernacular.

A variety of sign types and treatments is encouraged for each tenant storefront, including:

- Multi-media signs, combining two or more materials, forms and lighting techniques.
- Innovative technologies (e.g. laser and fiber optics).
- Fusion of contemporary with traditional elements to create a unique, avant-garde appearance.

Commercial/Mixed Use:

- Two ground or monument signs identifying the name of the center and no more than two anchor tenants. Monument signs for individual tenants is not permitted.
- One wall or marquee sign per street frontage identifying the center and each individual tenant.
- Ground monument sign maximum 50 square feet per side and six feet in height per street frontage.

Primary Store Tenant Identification:



- All tenants are allowed one primary identification sign typically located above the store entrance in a specific area within the confines of the tenant's storefront.
- Most suites have building elevations facing multiple exposures and they must incorporate one additional primary identification sign per exposure, subject to City's and Landlord's approval.
- Signs may identify the business name and a minimum generic word description of the service.
- Sign size is based upon the tenant's leased frontage, as measured in a straight line from lease line to lease line for each elevation. Tenants are allowed one (1) sign per store frontage.



A minimum of one of the approved sign types for use within the commercial areas shall be provided for each storefront public entrance. These basic sign types approved for the commercial areas are described below:

#### Blade Signs

Blade signs, which are suspended or which project perpendicular to the storefront, enhance the pedestrian experience. Blade signs shall incorporate expressive, non-traditional graphic forms. Playful combinations of geometric shapes are encouraged. Designs are encouraged which enrich the pedestrian environment with a creative use of color and material combined with a strong store name identification. The following requirements shall apply when blade signs are used:

- One blade sign is permitted per street front.
- Blade signs may be illuminated or non-illuminated. Illuminated signs may have an internal or external light source.



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- Bracket design shall be highly creative and shall be integrated with the form of the sign face to create a unified design
- The blade sign may not be the primary store identification sign and will not be included in the calculation for the overall sign area permitted/required.

**Other Sign Styles**

Creative and imaginative signage is strongly encouraged and will be the standard upon which all sign design submittals are reviewed/approved.

There are many acceptable sign treatments, however a mixed-media, three-dimensional approach combining several different fabrication and lighting techniques is preferred. Tenants are strongly encouraged to consider the specific architectural style of their facade, the overall concept of the project, the scale of the proposed sign and the critical viewing angles, sight lines, and surrounding architectural treatments, when designing appropriate graphics and signs for the storefront.

Acceptable sign styles include:

- 5" deep standard channel letters.
- Front and halo 5" illuminated channel letters (Note: acrylic face, internally illuminated channel letters will not be permitted unless successfully used as a part of an approved mixed media three-dimensional sign).
- 3" deep halo illuminated letters.
- Mixed media/3-dimensional signs using images, icons, logos, etc.
- Signs painted gold, silver or copper leaf.
- Neon accents will be approved at the discretion of the City and the Landlord and should be proposed only if a part of the overall tenant design concept.



- Dimensional, geometric shapes;
- Sand blasted, textured, and/or burnished metal-leaf faced dimensional letters, pin mounted from facade;
- Signs mounted to hard canopies, eyebrows or other projecting architectural elements utilizing screens, grids, or mesh and/or etched, polished, patina or abraded materials;



Notes: Mixed Media signs are signs employing two or more illumination and fabrication methods (for example, halo lit reverse channel letters with exposed neon accents).

Although simple rectangular cabinet signs are generally not allowed, mixed media signs may be composed of several elements, one of which may be a cabinet. With the City's and Landlord's approval, complex shaped (i.e. polyhedron) sign cabinets may be used alone if they incorporate dimensional elements such as punch-thru letters and/or exposed neon.

#### Type Styles and Logos

The use of logos and distinctive type styles is encouraged for all tenant signs. Sign lettering should be combined with other graphic and/or dimensional elements denoting the type of business. The typeface may be arranged in one or two lines of copy and may consist of upper and/or lower case letters.



#### Prohibited Sign Styles & Elements

- Unadorned rectangular cabinet signs with translucent or opaque faces
- Temporary wall signs.
- Window signs of any type including box signs hanging in display windows, are not allowed.
- Gold leaf treatment on windows, box signs and exposed neon window displays without approval.

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- Signs using trim-cap retainers that do not match the color of the letters and logo returns (polished gold, silver or bronze trim caps are not permitted);
- Pre-manufactured signs, such as franchise signs, that have not been modified to meet these criteria;
- Paper, cardboard or styrofoam signs, stickers, or decals hung around or behind storefronts;
- Flashing, oscillating, animated lights or other moving sign components.
- Rooftop signs or signs projecting above roof lines or parapets;
- Advertising or promotional signs on parked vehicles;
- Exposed raceway, unless it forms a creative design element of the sign.

Colors

The following guidelines are for selecting colors for Tenant's signing. The colors of the underlying architecture must be considered when choosing sign colors.

- Signs may incorporate regionally and nationally recognized logo colors.
- Sign colors should be selected to provide sufficient contrast against building background colors;
- Sign colors should be compatible with and complement building background colors;
- Sign colors should provide variety, sophistication and excitement;
- Color of letter returns shall match the face of the letter or match the wall surface color.
- Interior of open channel letters should be painted dark when placed against light backgrounds;
- Accent neon colors should complement related

signing elements.

#### Lighting

Tenant signs should be creatively illuminated using a variety of lighting techniques. One or more of the following are allowed:

- Front and halo illuminated channel letters
- Halo illuminated pin-mounted reverse channel letters;
- Reverse channel neon with silhouette illumination
- Fiber optics
- Incandescent light bulbs;
- Internally illuminated signs with seamless opaque cabinets and pushed-thru lettering and/or neon.
- Cove Lighting

Note: Exposed neon tube may not be less than 13mm in diameter.

All front lighting must be baffled and obscured from direct visibility with recessed channels, which are fully integrated into the building facade elements. Decorative shrouds or housing which are custom designed and fabricated to maintain or enhance the architectural integrity of the building may be used to conceal “off the shelf” standard fixtures subject to the City’s and landlord’s approval. Visible standard (non-custom) “gooseneck” lamps and similar fixtures will not be approved. All housings and post for exposed neon signs must be painted to match or complement the building facade color immediately behind and adjacent to the sign.

#### Address Signs

Varied solutions are encouraged: window addresses, addresses inset in pavement and address signs on doors or awnings. The following provisions shall apply:



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- Each tenant shall provide an address sign at their primary entrance
- Letter heights shall be 3" minimum and 6" maximum
- Any building with a double frontage shall have address signs on both frontages.

*Non-Commercial Areas*

Two basic residential, institutional, public, and quasi-public sign types are approved for use within FC-2. They are described below.

1. Freestanding Monument Signs: Single or double-sided, freestanding monuments located perpendicular or parallel to the street near a site entrance or on a corner.
2. Wall Mounted Signs: Signs incorporated into entry walls and located on one or both sides of a site entry.



Allowable sign area shall be as regulated by the City of Section 19.60.530 CVMC.

*Public & Quasi-Public Uses*

Pursuant to Chapter 19.60.595 CVMC (Signs: Other Zones), one wall sign, not to exceed thirty-two (32) square feet in size or one monument sign, not to exceed thirty-two (32) square feet in area and six (6) feet in height is permitted. One wall sign per street frontage shall be provided.

*Other Public and Quasi-Public Uses*

One wall or monument sign not to exceed thirty-two (32) square feet in area.

*Residential Signs*

Sign area and requirements shall be as regulated by the Chapter 19.60 CVMC Signs or as otherwise approved by the City of Chula Vista.

### Submittals

There is a formal process for the design review and approval of signs within Otay Ranch, FC-2. This process involves review by Baldwin & Sons and the City of Chula Vista to determine conformance with these guidelines. In addition, it shall be the owner or tenant's responsibility to submit a sign permit application to the City of Chula Vista, at which time plans will be reviewed by city staff to assure consistency with these sign guidelines and other City codes and ordinances.

### *Preliminary Design Submittal & Review*

The owner or tenant shall submit two (2) sets of preliminary drawings of any proposed sign to Baldwin & Sons or designated representative for review. The submittal must include:

- Storefront or building exterior elevations at ½" scale clearly identifying the materials and lighting and the size and location of each sign for which a concept design is being proposed.
- Scaled colored mock-up of the front elevation of each sign type indicating sizes, materials, and lighting techniques.
- Materials, colors, details and form for each sign, as well as its integration into the overall storefront will be evaluated.

Submittals deemed unacceptable shall be revised and resubmitted before proceeding with final plans.

### *Final Design & Working Drawings*

Once preliminary designs are approved, the owner or tenant may proceed with the submittal of final designs and working drawings. A full set of final plans must be approved by Baldwin & Sons and City of Chula Vista prior to issuance of a sign permit, if required, pursuant to Chapter 19.60.030 CVMC (Signs: Intent). No alterations, additions, or changes may be made without review and approval by The Otay Ranch Company and the City of Chula Vista.

The following plans and information shall be submitted in triplicate:

- Dimensioned scaled drawings depicting front elevations, side views and sections for all signs (including copy layouts).
- Specifications for materials, colors, finishes, coatings, typestyles, lighting techniques, means of attachment, structural elements and details.
- Storefront or building elevation showing exact location, size and placement of each sign on the building.

#### c) STREET FURNISHINGS

##### a. General Guidelines

Street furniture, depicted on the next page, has been selected for the Freeway Commercial North areas to provide a continuity of design unique to the Village. Deviations from the approved street furniture shall be prohibited unless otherwise approved by Baldwin & Sons and the City of Chula Vista. Street furnishings located within the public right-of-way must meet with City approval. Street furnishings located in privately owned areas must be approved by the Otay Ranch Company and the Design Review Committee. General street furniture requirements are listed below:

b. News racks and trash & recycling containers are to be located on diagonal corners to allow for access from both sides of both streets at each intersection.

c. Newspaper Vending Cabinets, bicycle hitching posts, trash and recycling containers, benches, and Village Pathway lighting fixtures are to be as specified herein.

Exhibit 28  
**Street Furnishings**

<p>Pedestrian Light:</p> 	<p>OMEGA / Small Scale 1521</p>	<p>Street Light:</p> 	<p>OMEGA / Large Scale 1531</p>
<p>Trash Receptacle:</p> 	<p>Maglin 32-Gallon Trash Receptical MLWR200</p>	<p>Recycle Receptacle:</p> 	<p>Maglin 32-Gallon Trash Receptical MLWR200</p>
<p>Seat Wall:</p> 	<p>C.I.P. Concrete or Natural Stone wall</p>	<p>Bollard:</p> 	<p>Maglin 35" high round fluted steel unlighted bollard #MTB 500</p>
<p>Bike Rack:</p> 	<p>Stainless steel bike rack 'Montana' by Santa and Cole, available through Landscape Forms</p>	<p>Precast Concrete Pavers:</p> 	<p>4 x 16" precast concrete pavers Akeystone with ground and shot finish.</p>
<p>Tree Grate:</p> 	<p>5' Square 'Market Street' cast iron tree grate by Ironsmith</p>	<p>Trench Grate:</p> 	<p>6" 'Market Street' cast iron trench grate by Ironsmith</p>

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<p>Directional Signage:</p> 	<p>CODA Fingerpost by Marshalls (or similar)</p>
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Planning Area 12 Freeway Commercial-2 Master Precise Plan  
V. Design Review Checklists



*IV. Village Design Plan*

## V. DESIGN REVIEW CHECKLISTS

This chapter summarizes the important site planning and design issues for each of the various Individual Precise Plan areas within Planning Area 12. They do not address phasing of development, construction responsibility, or other important implementation or site development issues not addressed in this Master Precise Plan. These issues will arise in the review of each Design Review Submittal and are addressed in the Freeway Commercial SPA Plan, PFFP and/or other adopted planning documents and agreements.

The conceptual designs depicted on overall and individual parcel graphics have been prepared based on the most current information available. Subsequent changes may be proposed based on changing market conditions and other considerations.

Checklists follow for the following Plan Areas:

- H
- MU
- R



# Exhibit 29 Design Components



## 1. HOTEL (H)

### Design Component:

- Hotel Corner

### Location:

- North-west corner of FC-2, along Olympic Parkway.

### Planned Use:

- Hotel with ground floor amenities

### Permitted Use:

- As permitted by the Freeway Commercial SPA Plan “PC District Regulations”

### Mandatory Site Plan Elements:

- Primary architectural gateway elements on the building’s corner at the intersection of Town Center Drive and Olympic Pkwy.
- Primary Village Landscape Accent, such as a plaza, special trees and landscaping, lighting, public art and monументation at the intersection of Town Center Drive and Olympic Parkway.
- Special architectural enhanced elevations on the building’s facade along Town Center Drive.
- Secondary village landscape accent, such as special trees and landscaping, lighting, public art and monументation at the center of the roundabout on Hotel Drive.
- Landscaped slopes along Olympic Pkwy.



### Building Design/Siting:

- Retail commercial storefront appearance and/or active hotel amenities for the ground floor of buildings adjacent to significant public spaces, such as along Town Center Drive.
- Upper floors should contain a generous amount of windows and balconies.
- Secondary architectural gateway elements on the building’s corner at the intersection of Town Center Drive and Hotel Drive.
- Design a pleasant entry experience along Hotel Drive, leading up to the main entrance for both hotels.

### Pedestrian/Bicycle/ Vehicle/ Transit Access:

- Encourage multi-modal street design. Enhance the pedestrian and cyclist experience.
- Create enhanced pedestrian paths through the parking lot and landscaped areas to connect hotel visitors to other nearby community amenities.
- Parking lot access via Hotel Drive.
- Well defined pedestrian circulation with pedestrian connection to nearby transit station

### Urban Character:

- All buildings should create a sense of place by following a unique character and theme for Town Center Drive, Hotel Drive, Olympic Parkway, and other significant public spaces.

## 2. MIXED-USE RESIDENTIAL EAST

### **Design Component:**

- Mixed-Use Residential East

### **Location:**

- Central portion of Planning Area 12, along the east side of Town Center Drive.

### **Planned Use:**

- Mixed-use with storefront retail commercial and residential above.
- 3-4 story multi-family residential

### **Permitted Use:**

- As permitted by the Freeway Commercial SPA Plan "PC District Regulations"

### **Mandatory Site Plan Elements:**

- Primary architectural gateway element on the building's corner at the intersection of Town Center Drive with Olympic Parkway, to the North and the Olay Ranch Town Center Mall parking lot entry, to the south.
- Secondary architectural gateway elements on building corners at the intersection of Town Center Drive and Private Street A.
- Special architectural enhanced elevations on all building facades along Town Center Drive, especially facing Town Center Park.
- Provide centralized common open space

### **Building Design/Siting:**

- Retail commercial storefront appearance for the groundfloor of buildings adjacent to all significant public spaces, such as along Town Center Drive, Private Street A, courtyards and paseos.
- Upper floors should contain a generous amount of windows and balconies.

### **Pedestrian/Bicycle/ Vehicle/ Transit Access:**

- Encourage multi-modal street design. Enhance the pedestrian and cyclist experience.
- Create courtyards and paseos, extending the park experience across Town Center Drive to enhance pedestrian connections and provide a variety of places for people to socialize and enjoy nature.
- Neighborhood streets should promote a social street life experience.
- Angled parking along Town Center Drive.
- Well defined pedestrian circulation with pedestrian connectin to nearby transit station

### **Urban Character:**

- All buildings should create a sense of place by following a unique character and theme for Town Center Drive, Main Street, Hotel Drive, Town Center Park and other significant public spaces.

### 3. RESIDENTIAL WEST

#### **Design Component:**

- Residential West

#### **Location:**

- East and southwest portion of FC-2, to the east and west of Town Center Drive

#### **Planned Use:**

- 3-4 story attached multi-family residential

#### **Permitted Use:**

- As permitted by the Freeway Commercial SPA Plan “PC District Regulations”

#### **Mandatory Site Plan Elements:**

- Primary architectural gateway element on the building’s corner at the intersection of Town Center Drive and the Otay Ranch Town Center Mall parking lot entry.
- Secondary architectural gateway element on building corners at the intersection of Olympic Parkway and Private Street A.
- Special architectural enhanced elevations on building facades along Olympic Parkway.
- Secondary village landscape accent, such as special trees and landscaping, lighting, public art and monumentation at the center of the roundabouts on Private Street A.
- Provide centralized common open space

#### **Building Design/Siting:**

- Special architectural enhanced elevations along Town Center Drive, Private Street A and Town Center Park.
- Residential ground floors should contain stoops and larger windows.
- Upper floors should provide a generous amount of windows and balconies.
- Improve the quality of parking areas by beautifully landscaping the area.

#### **Pedestrian/Bicycle/ Vehicle/ Transit Access:**

- Encourage multi-modal street design. Enhance the pedestrian and cyclist experience.
- Create enhanced pedestrian paths along streets, through parking lots, and landscaped areas, courtyards, and paseos to connect residents to the Town Center Park, nearby amenities and other parts of the community.
- Neighborhood streets should promote a social street life experience.
- Parking along Private Street A, Hotel Drive, and other parking areas.
- Garage access from other streets
- Parking lot access along Private Street A Street.

#### **Urban Character:**

- All buildings should create a sense of place by following a unique character and theme for Town Center Drive, Town Center Park, Main Street and other significant public spaces.