

SPECIFIC PLAN 186
Ordinance 9660, approved January 18, 1983

Amended March 4, 1986 – SP 186(A)
(Freeway oriented freestanding sign for Tourist/Recreation Commercial uses)

Amended September 6, 2005 – SP 186(B)
NS 769, Planning Commission Resolution # 5928
(CT Commercial Tourist Zone and TR Travel/Recreational Commercial Land use designation)

Amendment SP186(C)
(Implement Car Country Initiatives 2 and 4 – not approved)

Amendment SP 186(D)
(Application withdrawn, October 28, 2014)

Amended June 14, 2016 - SP 186(E)
Ordinance No. CS-298
(Add Automotive Retail district and alternate architectural styles, GC General Commercial and VC
Visitor Commercial Land use designations)

CHAPTER / TITLE	PAGE
I. <u>PURPOSE AND LOCATION</u>	4
II. <u>GENERAL PLAN AND ZONING DESIGNATIONS</u>	4
III. <u>GENERAL DEVELOPMENT CONCEPT</u>	5
IV. <u>CIRCULATION</u>	5
V. <u>AREA A – GENERAL COMMERCIAL USES</u>	5
A. Permitted Uses	5
B. Uses and structures permitted by Conditional Use Permit	6
VI. <u>AREA B – VISITOR COMMERCIAL USES</u>	7
A. Permitted Uses	7
B. Accessory Uses	7
C. Uses and structures permitted by Conditional Use Permit	7
VII. <u>AREA C – AUTOMOTIVE RETAIL</u>	7
A. Permitted Uses	7
VIII. <u>GENERAL DEVELOPMENT STANDARDS FOR AREAS A AND B</u>	8
A. Setbacks	8
B. Coverage	8
C. Building Height	8
D. Parking	8
E. Architectural Design and Material	8
F. Landscape	9
G. Signage	9
H. Storage	10
I. Roof Equipment	10
J. Refuse Collection Area	10
K. Outdoor Lighting	10
L. Loading Area	10
IX. <u>GENERAL DEVELOPMENT STANDARDS FOR AREA C</u>	11
A. Setbacks	11
B. Coverage	11
C. Building Height	11
D. Parking	12
E. Architectural Design and Material	13
F. Landscape	13

CHAPTER / TITLE	PAGE
G. Signage	14
H. Storage	16
I. Roof Equipment	17
J. Refuse Collection Area	17
K. Outdoor Lighting	17
L. Loading Area	18
M. Fencing	18
N. Undeveloped Areas	18
O. Utility Services	19
P. Paging System	19
<u>X. SITE DEVELOPMENT PLAN REQUIREMENT AND DECISION-MAKING AUTHORITY FOR AREA C</u>	<u>19</u>
<u>XI. COASTAL DEVELOPMENT PERMIT REQUIREMENT FOR AREAS A, B AND C</u>	<u>20</u>
<u>XII. ARCHITECTURAL GUIDELINES</u>	<u>21</u>
A. Architectural Themes	21
B. Design Elements	21
C. Architectural Elements	22

LIST OF FIGURES

- FIGURE 1 - LOCATION MAP
- FIGURE 2 - LOCATION MAP AND PROJECT SIGN LOCATION
- FIGURE 2A - PROJECT SIGN LOCATION
- FIGURE 3 - LANDSCAPE ADJACENT TO INTERSTATE 5
- FIGURE 4 - TYP. STREET LANDSCAPING AVENIDA ENCINAS AND POINSETTA LANE
- FIGURE 5 – TYP. STREET LANDSCAPING
- FIGURE 6 – PROJECT SIGN
- FIGURE 7 - PROJECT SIGN AND MONUMENT SIGN
- FIGURE 8 – MONUMENT SIGN LOCATION

LIST OF EXHIBITS

- EXHIBIT A – LOCATION MAP
- EXHIBIT B – PROPOSED PARKING STRUCTURE MAXIMUM HEIGHT
- EXHIBIT C – EXAMPES OF ARCHITECTURAL DESIGN FEATURES FOR AREA C

I. PURPOSE AND LOCATION

The purpose of this Specific Plan is to provide a comprehensive development plan for the area between Interstate 5 and Avenida Encinas, north of Poinsettia Lane as shown on Figure 1. This plan is to insure that development of this area takes into consideration adjacent and neighboring properties, existing developments, and future development.

This Specific Plan is intended to be a tool to implement the goals and policies of the City of Carlsbad's General Plan. This plan is primarily intended to provide a set of development standards and does not provide a guarantee of approval for any future discretionary acts or projects within its boundaries.

This Specific Plan is adopted pursuant to the provisions of California Government Code Sections 65450 et. seq. and of the Land Use Element and Community Design of the City of Carlsbad's General Plan.

II. GENERAL PLAN AND ZONING DESIGNATIONS

The Specific Plan area is designated in the Land Use and Community Design Element of the City of Carlsbad's General Plan as General Commercial (GC) for Area A and Visitor Commercial (VC) for Area B as shown on Figure 2. The intent of the Visitor Commercial (VC) designation is to provide sites for commercial uses that serve the travel, retail, shopping, entertainment, and recreational needs of visitors, tourists, and residents. The intent of the General Commercial (GC) designation is to provide general commercial uses that may be neighborhood serving and/or serve a broader area of the community than local shopping centers. Sites with this designation may be developed with a stand-alone general commercial use, two or more general commercial uses, or mixed used (general commercial and residential dwellings).

As shown on Figure 2, Area A has been designated for development with General Commercial uses as detailed in Section V of this plan. Area B has been designated for Visitor Commercial uses as designated by Section VI of this plan.

Given the existing development of the Volvo and Porsche dealerships at the north end of the area on APN # 214-450-14 (Volvo) and APN # 214-450-15 (Volvo) and APN # 214-450-16 (Porsche), the formation of an Area C is proposed to be designated as an Automotive Retail district for Lots 14, 15 and 16, as shown on Exhibit A. Automotive retail uses rely upon the recognition of branded architecture, (i.e. using architecture to express identity). Therefore, alternate architectural styles, from the Spanish Mediterranean and Mission styles of Specific Plan 186 (SP-186), shall provide a more relevant style of the automotive dealership's corporate architecture which includes high quality design and detailing consistent with the Commercial / Visitor Serving Overlay Zone and the Land Use and Community Design Element of the City of Carlsbad's General Plan. The goal of this alternate architectural style is to embody its automotive uses, and be clustered and limited to these three lots adjacent to the freeway.

III. GENERAL DEVELOPMENT CONCEPT

The Specific Plan area will be a comprehensively planned for visitor commercial and general commercial type development. The area will feature extensive landscaping, including street side berming, sign controls and flexible development standards.

IV. CIRCULATION

Lots 1 – 4, and 10 shall waive access rights on Avenida Encinas and Poinsettia Lane and gain access from the interior street. The location of driveways for lots 11 – 16 shall be subject to the approval of the City Engineer, City Planner or the final decision-making authority.

V. AREA A – GENERAL COMMERCIAL USES

(A) Permitted Uses

- (1) Accountants;
- (2) Attorneys;
- (3) Bakeries;
- (4) Barbershops or beauty parlors;
- (5) Book and stationery stores;
- (6) Commercial printing and photo engraving;
- (7) Delicatessen stores;
- (8) Doctors, dentists, optometrists, chiropractors and others practicing the healing arts for human beings and related uses such as oculists, pharmacies (prescription only), biochemical laboratories and X-ray laboratories;
- (9) Dressmaking or millinery shops;
- (10) Drugstores;
- (11) Dry goods or notion stores;
- (12) Engineers, architects and planners;
- (13) Financial institutions
- (14) Florist shops;
- (15) Grocery or fruit stores;
- (16) Hardware stores;
- (17) Hotels, motels;
- (18) Jewelry stores;
- (19) Laundries or clothes cleaning agencies;
- (20) Laundromats;
- (21) Meat markets;
- (22) Mimeographing services;
- (23) Paint stores;
- (24) Private clubs, excepting those the chief activity of which is a service customarily carried on as a business;
- (25) Realtors;

- (26) Restaurants, tea rooms or cafes (excluding dancing or entertainment and on-sale liquor);
- (27) Shoe stores or repair shops;
- (28) Tailors, clothing or wearing apparel shops;
- (29) Other uses determined to be compatible by the City Planner or the final decision-making authority.

(B) Uses and structures permitted by Conditional Use Permit. Subject to the provision of Carlsbad Municipal Code (CMC) Chapter 21.42, the following uses and structures are permitted by Conditional Use Permit. In addition to the findings required by CMC Chapter 21.42, in order to approve a Conditional Use Permit, it must be found that the use, as proposed, will not adversely affect the viability of use of the area as a General Commercial district or adversely affect nearby uses or traffic movements.

- (1) Bars, cocktail lounges and other licensed (on-sale) liquor dispensing operations not meeting the definition of a bona fide eating establishment, subject to the following conditions:
 - (a) An opening shall be provided through which an unobstructed view of the interior of the premises can be obtained from the street upon which business fronts;
 - (b) Parking shall be provided at the rate of not less than one space per fifty square feet of gross floor area;
 - (c) Surrounding grounds, including parking areas, shall be maintained in a neat and orderly condition at all times;
 - (d) Any structure housing such operation shall meet all applicable code provisions prior to occupancy;
 - (e) Licensee or agent shall not permit open containers of alcoholic liquor to be taken from the premises;
 - (f) No licensed liquor dispensing operation shall be located within five hundred feet of any other licensed liquor dispensing operation not meeting the definition of a bona fide eating establishment.
- (2) Restaurants providing on premise entertainment and liquor.
- (3) Service stations.
- (4) Drive through business or drive through facilities to existing businesses.

VI. AREA B – VISITOR COMMERCIAL USES

(A) Permitted Uses

- (1) Hotels
- (2) Motels
- (3) Restaurants

(B) Accessory Uses

The following uses are permitted, provided that such accessory uses are developed as an integral and secondary part of a permitted use as listed above:

- (1) Apparel and accessories;
- (2) Bakeries;
- (3) Beauty and barber shops;
- (4) Commercial parking lots;
- (5) Confectionary stores;
- (6) Drycleaning, laundry pickup service only;
- (7) Florists;
- (8) Health clubs and spas;
- (9) Novelty and/or souvenir stores;
- (10) Stationery stores;
- (11) Travel agencies.

(C) Uses and structures permitted by Conditional Use Permit. Subject to the provision of CMC Chapter 21.42, the following uses and structures are permitted by Conditional Use Permit. In addition to the finding required by CMC Chapter 21.42, in order to approve a Conditional Use Permit, it must be found that the use, as proposed, will not adversely affect the viability or use of the area as a Visitor Commercial district or adversely affect nearby uses or traffic movements.

- (1) Automobile service stations;
- (2) Bus passenger terminals;
- (3) Recreation Facilities, tourist related;
- (4) Restaurants that provide drive-in, drive-through or take-out service.

VII. AREA C – AUTOMOTIVE RETAIL

(A) Permitted Uses

- (1) Automobile sales, new and used
- (2) Automobile repair
- (3) Automobile wash
- (4) Automotive parts

- (5) Tire sales and service
- (6) New car storage
- (7) Automobile body shop
- (8) Truck and Recreational Vehicles Sales and Service
- (9) Rental and leasing of vehicles permitted to be sold
- (10) Parking Structures for the storage of new cars, employee parking and/or service bays
- (11) All businesses other than new car sales and service shall be accessory to a new car sales and service business

VIII. GENERAL DEVELOPMENT STANDARDS FOR AREAS A AND B

- (A) Setbacks: All setbacks shall be measured from the property line.
- (1) Avenida Encinas and Poinsettia Lane: All buildings shall maintain an average setback of 30 feet with a minimum of 10 feet. All parking and driveway areas shall maintain a minimum setback of 15 feet.
 - (2) Front yard: The front yard setback for all buildings fronting on the interior street shall be a minimum of 15 feet, and for parking and driveways, 10 feet.
 - (3) Side yard: Side yards shall be a minimum of 5 feet.
 - (4) Rear yard: Rear yards shall be a minimum of 10 feet.
 - (5) Freeway Frontage: A 10 foot setback shall be maintained from the property line adjacent to Interstate 5. No driveways, parking or trash enclosures shall be located in this setback.
- (B) Coverage: Maximum building coverage including parking shall not exceed 75% of gross lot area.
- (C) Building Height: The maximum building height shall be 35 feet.
- (D) Parking: Parking shall comply with CMC Chapter 21.44 of the Municipal Code. Unless otherwise stated herein, there shall be no parking permitted in the setback from Avenida Encinas, Interstate 5, Poinsettia Lane or any front yard setbacks.
- (E) Architectural Design and Materials: Prior to issuance of any building permits for this site, architectural guidelines for the entire site shall be submitted to and approved by the City Planner or the final decision-making authority. Please see the architectural guidelines set forth in SP-186, dated October 13, 1982. Since this site will be highly visible from the freeway, it is imperative that all portions of the buildings are aesthetically pleasing.

- (F) Landscape: This site will be highly visible to traffic along Interstate 5, Poinsettia Lane, and Avenida Encinas; therefore, it is imperative that all development on this property be well landscaped and comply with the City's Landscape Manual. All landscaped areas shall be planted with a combination of trees, shrubs and ground cover. Prior to approval of a building permit, each applicant shall submit a landscape plan and irrigation plan, consistent with the City's Landscape Manual for the approval of the City Planner or the final decision-making authority. All development within this site shall comply with the City's Landscape Manual and the following standards:
- (1) Streetscape adjacent to Interstate 5: The 10' setback required adjacent to Interstate 5 shall be entirely devoted to landscaping. No parking lots, driveways, trash receptacles, or other accessory structures shall be located within this setback. This setback shall be heavily planted with fast-growing, drought tolerant species, as shown on Figure 3.
 - (2) Streetscape adjacent to Poinsettia Lane and Avenida Encinas: The general concept along these streets is to create a continuous undulating grass berm planted with groves of trees for the purpose of creating a definitive statement, screening of parking areas and enhancing the architecture of the buildings. The 30' setback along Avenida Encinas and Poinsettia Lane shall be landscaped as shown in Figure 4.
 - (3) Streetscape adjacent to the interior street: The 15' setback along the interior street shall be landscaped as shown in Figure 5.
 - (4) Parking areas: The intent of landscaping in parking lots is to offer relief from the monotony of rows of parked cars and to create an overhead canopy. At least five percent of the parking shall be planted with a mixture of ground cover, shrubs and trees. All parking lot trees shall be a minimum of 15 gallon size.
 - (5) Irrigation: All landscaped areas shall be permanently irrigated. The irrigation system shall be designed and operated to prevent or minimize run-off and discharge of irrigation water onto roadways, driveways, adjacent properties and any area not under control of the user.
 - (6) Street Trees: All street trees shall be 24" box size, with individual bubblers.
- (G) Signage: Prior to the issuance of any building permits for this site, a detailed, comprehensive sign program for the entire site shall be submitted to and approved by the City Planner or the final decision-making authority. The following sign standards shall apply to this site and shall be incorporated into the comprehensive sign program:
- (1) Freestanding Sign – One freeway oriented, freestanding sign for the specific plan area shall be permitted as shown on Figure 2 and Figure 2A. This sign shall only identify the Visitor Commercial (VC) uses on the site (Lots 1-5 inclusive as shown on the tentative map) and shall comply with the

specifications set forth in SP-186(A). The sign shall have a maximum height of 37 1/2 feet above freeway level and a maximum area of 250 square feet as shown on Figure 6. The sign, individual sign panels on the sign, and future changes to sign panels will be designed to be architecturally compatible with surrounding development and subject to approval of the City Planner or the final decision-making authority.

- (2) Monument Signs – Each lot may have one monument sign, with a maximum height of 6 feet and a maximum area of 36 square feet. All monument signs shall conform to one architectural design which shall be approved by the City Planner or the final decision-making authority. Examples of monument signs in the Spanish or Mission architectural style are shown on Figure 7. Typical monument sign locations, located in a cul de sac, are shown on Figure 5. Typical monument sign locations, located along Avenida Encinas, are shown on Figure 8.
- (3) Wall Signs – Each building may have a .6 square feet of wall signs for every lineal foot of building frontage. Except for Visitor Commercial (VC) uses, no wall signs shall face directly toward Interstate 5.
- (H) Storage: No outside storage shall be permitted.
- (I) Roof Equipment: All roof equipment (and similar equipment, such as air conditioners, ducts, tanks, piping, etc.) shall be screened so as not to be visible from the freeway or adjacent streets.
- (J) Refuse Collection Areas: All outdoor refuse collection areas shall be completely enclosed and screened from the freeway, streets and adjacent property by a decorative block wall constructed of durable material. Location and materials shall be shown on each building plan.
- (K) Outdoor Lighting: A detailed lighting plan shall be submitted to and approved by the City Planner or the final decision-making authority prior to the issuance of building permits. All lighting fixtures shall be shielded to prevent direct glare onto adjoining properties.
- (L) Loading Areas: All loading areas shall be oriented and/or screened so as not to be visible from the freeway or adjacent streets.

IX. GENERAL DEVELOPMENT STANDARDS FOR AREA C

(A) Setbacks

All setbacks shall be measured from the property line.

- (1) Avenida Encinas: All buildings shall maintain an average setback of 30 feet with a minimum of 10 feet. All parking and driveway areas shall maintain a minimum setback of 15 feet.

Roof overhangs and other unsupported architectural features may project two (2) feet into the setback area.

Parking structures shall be setback a minimum of 50 feet (including parking structures which include uses besides parking).

- (2) Front yard: The front yard setback for all buildings fronting on the interior street shall be a minimum of 15 feet, and for parking and driveways, 10 feet.

- (3) Side yard: Side yards shall be a minimum of 5 feet.

Roof overhangs and other unsupported architectural devices may project two (2) feet into the setback area

- (4) Rear yard: Rear yards shall be a minimum of 10 feet.

- (5) Freeway Frontage: A 10 foot setback shall be maintained from the property line adjacent to Interstate 5. No driveways, parking or trash enclosures shall be located in this setback.

Roof overhangs and other unsupported architectural devices may project two (2) feet into the setback area

(B) Coverage

None, in accordance with the provisions of CMC Chapter 21.28.

(C) Building Heights

The maximum height for buildings and parking structures shall be 35 feet. See Exhibit B for a depiction of a proposed parking structure maximum height. Height protrusions up to 45 feet are allowed in accordance with the provisions of CMC Chapter 21.46.020.

(D) Parking

The intent of this section is to provide sufficient parking in areas such that on-street parking will be minimized.

(1) General Parking Standards for Motor Vehicle Dealerships

- (a) Sales - One space per 400 square feet of gross floor area. Gross floor area includes all interior areas that are not specified below, including but not limited to: interior display, reception areas, private offices, and closing rooms.

20% of the required stalls shall be designated as customer parking.

- (b) Repair - Four spaces per work bay for the first three bays. Two spaces per bay for each bay in excess of three. Work bays shall not count as parking spaces.
- (c) Parts-
Customer Parking: 1 space per 1,000 square feet of gross floor area for automotive parts.
Employee Parking: 1 space per 1,250 square feet of gross floor area for automotive parts.
- (d) Storage and Display (New and Used Vehicle Inventory) - On-site storage of vehicles is permitted as long as it does not encroach into any employee or customer designated parking spaces.
- (e) All other uses - such parking as may be required by CMC Chapter 21.44 for a specific use.
- (f) All required customer and employee parking spaces shall be striped and designated as such to the satisfaction of the City Planner or the final decision-making authority.

(2) Parking Structures

Parking structures may be used for the storage of new cars, employee parking and/or to provide ground level areas for sales, service, and/or parts. Design of the structure shall be consistent with Sections A, B, C and E and complementary with existing buildings on and off-site. All vehicles shall be screened from outside views by the structure walls and/or landscaping.

Landscaping shall be provided to screen the structure from surrounding properties and I-5 corridor

Parking structures may be used for car washing and detailing and/or storage provided these uses are screened from outside views by the structure walls and/or landscaping.

(E) Architectural Design and Materials

The design of exterior building elements and fencing shall be of a Spanish or Mission architectural style, as set forth in the architectural guidelines SP-186 or an alternate architectural style, as set forth in the Architectural Guidelines and Exhibit C. The texture, color, and materials used shall be harmonious with the Spanish or Mission motif or an alternate architectural style depicting the automotive dealership's corporate architecture. The quality of design and the selection of materials and colors shall be reviewed and approved by the City Planner or final decision-making authority.

(F) Landscape

Area C will be highly visible to traffic along Interstate 5 and Avenida Encinas; therefore it is imperative that all development within this area be well landscaped. All landscaped areas shall be planted with a combination of trees, shrubs and ground cover. Prior to approval of a building permit, each applicant shall submit a landscape plan and irrigation plan for the approval of the City Planner or the final decision-making authority. All development within this site shall comply with the City's Landscape Manual and the following standards:

- (1) Streetscape adjacent to Interstate 5: The 10' setback required adjacent to Interstate 5 shall be entirely devoted to landscaping. No parking lots, driveways, trash receptacles, or other accessory structures shall be located within this setback. This setback shall be heavily planted with fast-growing, drought tolerant species, as shown on Figure 3.
- (2) Streetscape adjacent to Avenida Encinas: The general concept along this street is to create a landscaped area with a definitive statement that enhancing the architecture of the buildings and complies with the City's Landscape Manual. The average setback of 30' along Avenida Encinas and Poinsettia Lane shall be landscaped as shown in Figure 4.
- (3) Parking areas: The intent of landscaping in parking lots is to offer relief from the monotony of rows of parked cars and to create an overhead canopy. At least five percent of the parking shall be planted with a mixture of ground cover, shrubs and trees. All parking lot trees shall be a minimum of 15 gallon size.
- (4) Irrigation: All landscaped areas shall be permanently irrigated. The irrigation system shall be designed and operated to prevent or minimize run-off and discharge of irrigation water onto roadways, driveways, adjacent properties and any area not under control of the user.

(5) Street Trees: All street trees shall be 24” box size, with individual bubblers.

(G) Signage

The purpose of this section is to establish the sign standards necessary to ensure coordinated exposure and tenant identification within Area C. A primary consideration is preventing visual blight and traffic safety problems. Carlsbad Municipal Code (CMC) Chapter 21.41 (Sign Ordinance) shall apply except as specifically stated in the following specific plan sign standards. If there is a conflict between these specific plan sign standards and those in CMC Chapter 21.41, the specific plan sign standards shall prevail.

(1) Sign Permit Procedures

(a) Permit

All signs Area C shall require a sign permit which shall be determined by the City Planner or the final decision making authority to be in compliance with the Specific Plan and CMC Chapter 21.41, except as otherwise defined in this section.

(b) Appeals

The decision of the City Planner may be appealed to the Planning Commission pursuant to CMC Section 21.54.140. All appeals shall be noticed in accordance with CMC Section 21.54.060.

(2) General Standards

(a) Each lot will be permitted signage equal to two square feet per lineal foot of building frontage.

(b) All signs will be reviewed by the City Planner or the final decision-making authority to ensure compatibility and to protect the public interest.

(c) All signs shall be oriented so that the primary view is from surface streets. Interstate 5 shall not be considered a surface street.

(d) Signs oriented to surface streets, but still visible from Interstate 5, shall be consistent in size, color and illumination.

(e) All signs shall be placed so as not to be detrimental to traffic safety to the satisfaction of the Traffic Engineer.

- (f) No portion of any sign shall extend over or into the public right-of-way unless approved otherwise by the appropriate decision-maker.
- (g) All signs shall comply with the requirements of the Coastal Zone.

(3) Franchise Signs

- (a) One freestanding sign may be placed on each lot provided the sign area of the signs are included within the aggregate sign area permitted as stated in paragraph G. 2a. above.
- (b) If more than one franchise is located on one lot, an additional freestanding sign or monument sign may be allowed.
- (c) All franchise signs on a lot (wall, fascia, awning, monument and freestanding) shall be counted towards the aggregate sign area allowed on that lot according to the provisions of paragraph G.2a. above.
- (d) Monument signs shall not exceed eight feet in height.
- (e) Freestanding signs shall not exceed the height of any building which is located on the same site, and in no event shall the signs be over thirty-five feet high.

(4) Signs on Dealerships Immediately Adjacent to Interstate 5

- (a) Dealers whose lots are immediately adjacent to Interstate 5 may have wall mounted or fascia signs facing the freeway, subject to the following requirements:
 - 1. Signs shall be wall-mounted or fascia signs only. Signs perpendicular or at an angle to the building are prohibited.
 - 2. Signs shall not exceed the height of the building on which it is located. Roof mounted signs are prohibited.
 - 3. Signs shall not be larger than one square foot per linear foot of frontage of the buildings facing Interstate 5. The area for these

signs is in addition to other signs permitted for the dealership and shall not be used to calculate permitted sign area for other signs as set forth in paragraph G.2a above.

4. The maximum height dimension of such signs shall not exceed one-third of the height of the building elevation on which it is placed.

(5) On-Site Directional Signs

- (a) Each lot is permitted to have on-site directional signs. Such signs shall meet the following criteria:

1. Signs may only contain non-commercial messages or directional symbols that are designed to guide or direct pedestrian or vehicular traffic to uses on the same site.
2. Signs shall be located to facilitate traffic internal to the individual dealerships located on that lot.

- (b) On-site directional sign standards:

1. The maximum number of on-site directional signs shall not exceed three per driveway entrance.
2. Signs shall not be larger than six square feet per sign.
3. On-site directional signs shall not exceed six feet in height.

- (c) On-site directional signs shall not count towards the permitted aggregate sign area as stated in paragraph G.2a above.

(H) Storage

Outdoor storage shall be visually screened from exterior view by fencing as required in Section M (Fencing).

(I) Roof Equipment

All equipment including air conditioning equipment shall not be permitted on the roof unless screened in an approved manner from horizontal view.

Vents for plumbing, air exhaust and air inlets are permitted on the roof without screening.

Special care shall be exercised in the. Location and sizing of exhaust vent for the paint spray booth so as to reduce its view to the freeway or to Avenida Encinas.

(J) Refuse Collection Areas:

There shall be provided a completely screened trash collection area. Screening materials shall be of masonry walls. The ground shall be paved with 4” minimum concrete.

No trash collection shall be permitted in the front yard setback.

(K) Outdoor Lighting

(1) Purpose

The general intent of this section is to achieve the following goals:

(L) All display and security lighting for each dealership shall be designed for uniformity.

(L) Lighting shall be designed to minimize glare away from Avenida Encinas and from the Interstate 5 corridor as the highest priority and to minimize glare away from adjacent properties as a secondary priority.

(2) Design

All outdoor light fixtures and pole specifications with respect to height, type, projected angle of light, material, colors and use, shall be subject to approval of the appropriate decision-making authority.

Lighting for the roof level of parking structures shall be limited to the use of bollards or lighting attached to the parapet walls. Roof top lighting shall not exceed the height of the parapet wall.

(3) Lighting Restrictions

Light fixtures for display areas of the automotive dealerships and for general lighting of the commercial developments, shall be metal halide, induction lighting, or other low-energy usage light fixtures as approved by the

appropriate decision-making authority. All fixtures will be mounted on tapered square or round-type poles.

(L) Loading Area

Provision for loading and unloading shall be provided on site. Such area shall not be permitted in the front yard setback.

(M) Fencing

(1) Prohibited Materials: Wire fencing and gates

(2) Fencing and Gate Design

The design of fence and gates shall be appropriate to and similar to the Spanish or Mission motif required for the buildings or an alternate architectural style depicting the automotive dealership's corporate architecture. Material shall be of approved masonry, stucco, wood or metal.

(3) Screening

Storage areas, loading areas, service yards shall be screened from view from the outside by fencing.

Height of fence shall average 8 feet in height and be limited to maximum and minimum heights of 9 feet and 7 feet respectively.

Parking structures shall be screened from view from the outside by a combination of fencing and landscaping.

(4) Fencing Setback

Fencing may be placed without setback from the property lines except as follows where setback for the fencing shall be observed.

Property Lines along Avenida Encinas Fencing Setback – 30 feet average and 15 feet minimum.

(N) Undeveloped Areas

Undeveloped areas/slopes shall be planted and maintained in a clean, neat and orderly manner. Undeveloped lots shall not be used for the storage of automobiles unless a Conditional Use Permit is processed pursuant to CMC Chapter 21.42.

(O) Utility Services

All utility, including telephone, services to the building shall be underground and shall be screened where exposed to exterior view.

(P) Paging Systems

Outdoor sound system for music and/or for paging shall be designed to minimize noise nuisance to adjoining properties. Speakers shall be spaced to minimize sound levels and oriented away from adjoining properties. Upon completion of construction, the outdoor sound system shall be tested for noise and where necessary it shall be adjusted to the satisfaction of the City Planner or the final decision-making authority.

X. SITE DEVELOPMENT PLAN REQUIREMENT AND DECISION-MAKING AUTHORITY FOR AREA C

A Site Development Plan shall be required for all new development as noted below.

1. Exemptions

a. The following project types are exempt from the requirement for a Minor Site Development Plan or Site Development Plan provided that the City Planner or the final decision-making authority determines that the project meets all development standards and is consistent with all aspects of this Specific Plan:

- (1) Any addition to an existing building that would result in an increase of less than ten percent of the internal floor area of the existing building.
- (2) Construction of new buildings that would result in an increase of less than ten percent of the combined internal floor area of all existing buildings on the site.
- (3) Any interior or exterior improvements that do not add square footage (e.g. architectural facade enhancements).
- (4) Modifications to outdoor lighting plans.

2. Minor Site Development Plan

The following project types require administrative approval of a Minor Site Development Plan in accordance with CMC Chapter 21.06:

- a. Any addition to an existing building that would result in an increase of between ten and fifty percent of the internal floor area of the existing building.
- b. Construction of new buildings that would result in an increase of between ten and fifty percent of the combined internal floor area of all existing

buildings on the site.

3. Site Development Plan

The following project types require approval of a Site Development Plan in accordance with CMC Chapter 21.06:

- a. Any improvement to a building that would result in an increase of more than fifty percent of the internal floor areas of an existing building.
- b. Construction of new buildings that would result in an increase of more than fifty percent of the combined internal floor area of all existing buildings on the site.
- c. Construction of any new building(s) or permanent physical improvements on a vacant lot

XI. COASTAL DEVELOPMENT PERMIT REQUIREMENT FOR AREAS A, B AND C

Unless found to be exempt, all development shall be required to obtain approval of a Coastal Development Permit in accordance with CMC Chapter 21.201.

XII. ARCHITECTURAL GUIDELINES

(A) ARCHITECTURAL THEME

All buildings and other architectural features within Carlsbad Tracts 81-5 and 81-6 shall be designed and built with a Spanish architectural theme, except for APN # 214-450-14 (Volvo) and APN #214-450-15 (Volvo) and APN # 214-450-16 (Porsche) which propose to be designated as an Automotive Retail district (Area C) for Lots 14, 15 and 16. Existing development in Area A and B shall follow the "Spanish-Mediterranean" and "Mission" styles of architecture prominent in early Southern California development. Existing development in Area C may utilize an alternate architectural style for redevelopment. Automotive retail uses rely upon the recognition of branded architecture (i.e. using architecture to express identity.) Therefore, alternate architectural styles, from the Spanish Mediterranean and Mission styles of Specific Plan 186 (SP-186), shall provide a more relevant style of the automotive dealership's corporate architecture which includes high quality design and detailing consistent with the Commercial / Visitor Serving Overlay Zone and the Land Use Element and Community Design of the City of Carlsbad's General Plan. The goal of this alternate architectural style is to embody its automotive uses, and be clustered and limited to these three lots adjacent to the freeway.

(B) DESIGN ELEMENTS

Since the project sites are highly visible, it is required that all portions of each structure be aesthetically pleasing. Buildings shall be designed to provide an interesting facade from all elevations. Architectural interest and relief can be provided by such elements as projections, recesses, arcades, door and window articulation, molded wall details and variations in colors and building materials.

Architectural design shall avoid the appearance of large building masses. Breaking up buildings into smaller components and staggering their site placement will reduce the scale and impact of building mass. Varying rooflines, vertical architectural elements, interesting facade treatment and material use should also be incorporated into the design to satisfy this objective.

Site development, as well as the buildings' architectural quality, plays an important role in creating an appearance to help draw in the user. Correct sign location and appearance, entry identification, effective on-site circulation and orientation are all important factors in successful site development. Auto and pedestrian circulation must be well thought-out with an organized flow and identification of special site features such as enriched paving, walls, trellises, special lighting and fountains.

Buildings should be located to make best use of the site. Correct placement can provide exterior open space framed by the building(s), creating alcoves or a courtyard as expanded use areas and allowing orientation toward off-site views. The correct building form and location develops a relationship between building and parking areas where neither overpowers the other.

Automotive retail design elements are based on the combination of two functionally defined volumes: a rectangular volume housing the workshop and warehouse for the service and parts functions and a distinctly different volume housing the sales and administrative functions. The architectural volume housing the sales function needs to be visually discernable to the general public, featured prominently on the site, and ideally be oriented toward the freeway and Avenida Encinas to take advantage of the site opportunities. The architectural volume housing the workshop and warehouse function are typically lower in height and in a supporting role to the sales functions. A customer service and drop off area, protected from the elements by a canopy or the structure of the building typically links these two volumes to effectively service the customers and vehicles.

These areas must be arranged so that both the connections with the outside (approaches, customer parking spaces, deliveries) as well as the internal, process-oriented links between the sales, workshop and the warehouse work efficiently. Future extensions or additions to the sales, workshop and warehouse should be accommodated into the redevelopment to be responsive to increasing sales figures and subsequent development permits. These design elements need to be “site-adapt” to accommodate the site’s geometry, opportunities, constraints, surrounding development and vehicular car inventory requirements of the individual manufacturer, thereby preventing standardized corporate development solutions. Depending on the site’s available area, an underground parking level, or rooftop parking deck or parking structure may be necessary and would be appropriately screened to enhance the architecture and to screen the cars from outside views by the structure walls and/or landscaping.

(C) ARCHITECTURAL ELEMENTS

The buildings which incorporate elements of the “Spanish-Mediterranean” and “Mission” styles of architecture, shall use bold forms with large-scaled features. Prominent elements shall be wide arches, heavy wood members, thick looking stucco walls and columns, clay tile roofs and the appearance of deep inset features. Walls and columns must have rounded edges and include some molded relief. More than one shade of stucco color from off-white, beige to ochre can be used. Arcaded walkways with stucco columns and tiled roofs should be used on ground floor level. Upper floors can use wood colonnades and balconies with well worked wood, stucco or iron balustrades. Hipped roofs (not mansard roofs) are typically used with elaborated rafter rails or clipped eaves and a molded cornice and corbels. These roofs can run up to meet a vertical parapet-type wall with a built-up or embellished cornice. Gable roofs, if used, should use a curvilinear line prevalent in the "Mission" style.

The deep inset appearance of doors and windows can be produced by a built-up wall area around them. Special doors and windows can have this embellished further with decorative tile and detailed with iron grill work. Further detail can be added by use of exposed and elaborated second-story floor joist that can be extended to support shallow balconies. Canvas awnings may be permitted over windows to add additional color. All lighting shall be controlled to prohibit direct view from off site.

Good examples of this type of architecture in Carlsbad are the San Diego Trust and Savings Bank, located at the corner of Elm Avenue and El Camino Real and the interior elevations of the Plaza De La Costa Real project at the corner of La Costa Boulevard and El Camino Real, with the exception of the Security Pacific Bank.

All development within these tracts shall comply with the requirements described in governing specific plan #186 and site development plan #82-3, except for APN # 214-450-14 (Volvo) and APN #214-450-15 (Volvo) and APN # 214-450-16 (Porsche) which propose to be designated as an Automotive Retail district (Area C) for Lots 14, 15 and 16.

Within Area C, the Automotive Retail district, a more modern streamlined and urban architectural style is contemplated to embody the motor and electrical vehicles that are now represented in auto dealerships. Linear planes, curved facades, exposed steel and masonry construction, tower elements, and the use of glass and metal materials emphasize the technical sophistication of today's automotive brands. High-end finishes and products, some that are sole sourced by automotive manufacturers, are depicted in the architecture to give a unique and upscale image aligned with the vehicles being marketed.

The architecture is designed to showcase the uniqueness of the vehicles. The concept of minimalism and restraint is expressed in the architectural form, materials, colors, and lighting. These design elements are utilized strategically to provide a strong, straightforward and unique identity separate and distinct from the adjacent tourist / recreational, general commercial, and residential medium density land uses of the surrounding development. Automotive dealership design benefits from the input of a national architectural firm representing the manufacturer and a local architectural firm representing the dealer to create a unique architectural solution, site adapted to the area, and that will become the "sign" for their unique brands. Key signage features should be used to enhance the architecture, identify and help direct the various types of customer and service professionals and not "be" the architecture.

ALL DEVELOPMENTS SHALL INCORPORATE APPROVED MATERIALS AND ARCHITECTURAL ELEMENTS

Approved Exterior Materials

Tile roofing; barrel or flat, terracotta or earth tones

Stucco in off-white, beige or ochre colors

Heavy wood members; including beams, joists, doors and casements

Decorative ceramic tile

Wrought iron

Canvas awnings

Bricks, pavers and quarry tile

Alternate Architectural Style – Automotive Uses (Area C)

Flat roofs and multiple rooflines

Stucco – light and muted tones (field color) and saturated tones (accent color)

Steel and masonry construction exposed

Non-reflective metal finishes, panels and cladding

Structural awnings or canopies

Pavers and quarry stone

Enhanced exterior shielded light incorporated into the building facades to accent specific areas

See Exhibit C

Approved Architectural Elements

Arcaded walkways/corridor

Deep inset openings

Hip roofs

Parapet walls with molded cornice

Embellished or molded cornice

Heavy looking columns/colonnade

Molded wall treatments

Balustrades of stucco, wrought iron or turned wood

Alabaster window forms

Courtyards

Corbels

Arches/archways

Fountains

Alternate Architectural Style – Automotive Uses (Area C)

Curved facades and streamlined forms

Linear planes and/or slots

Façade width to height ratio of 3:1 (1/3 open face to 2/3 closed face)

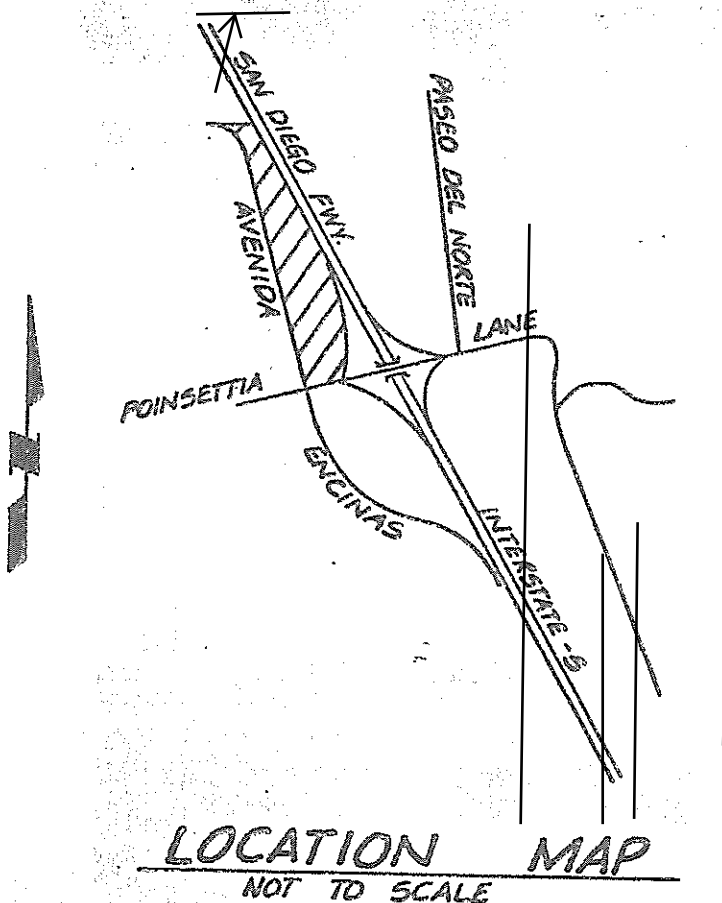
Horizontal lines

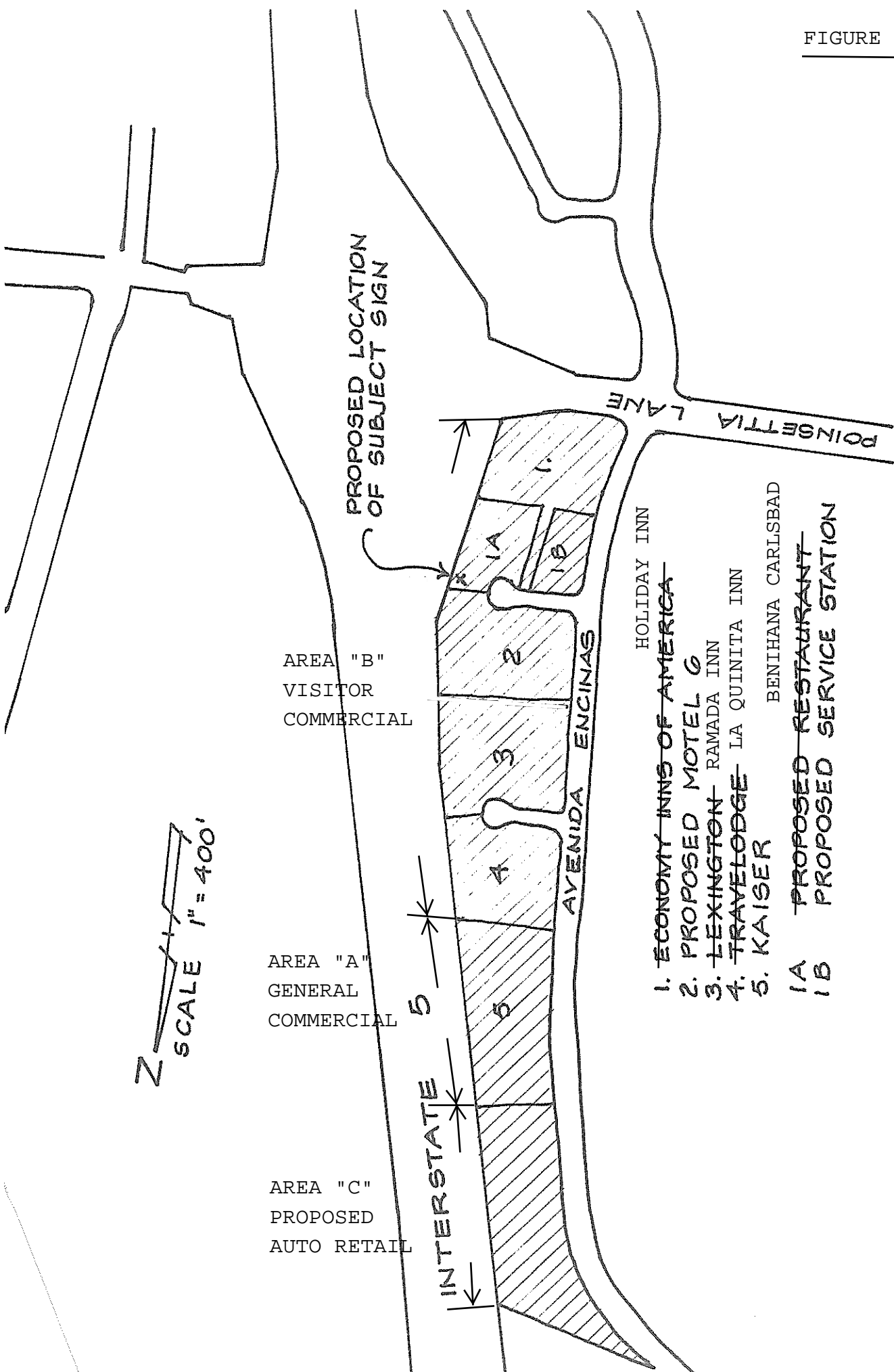
Butt-jointed glazing

Restrained color and strategic lighting

See Exhibit C

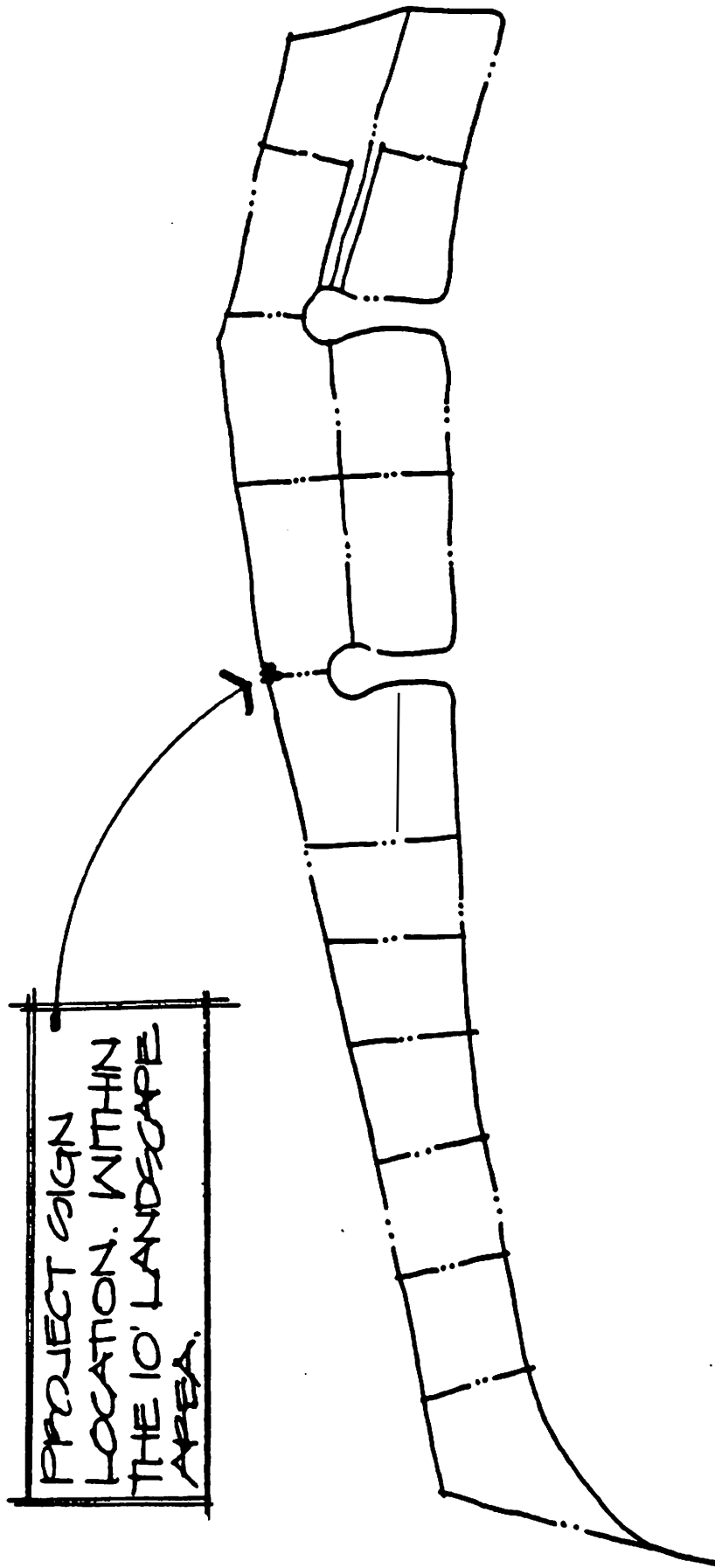
FIGURE I



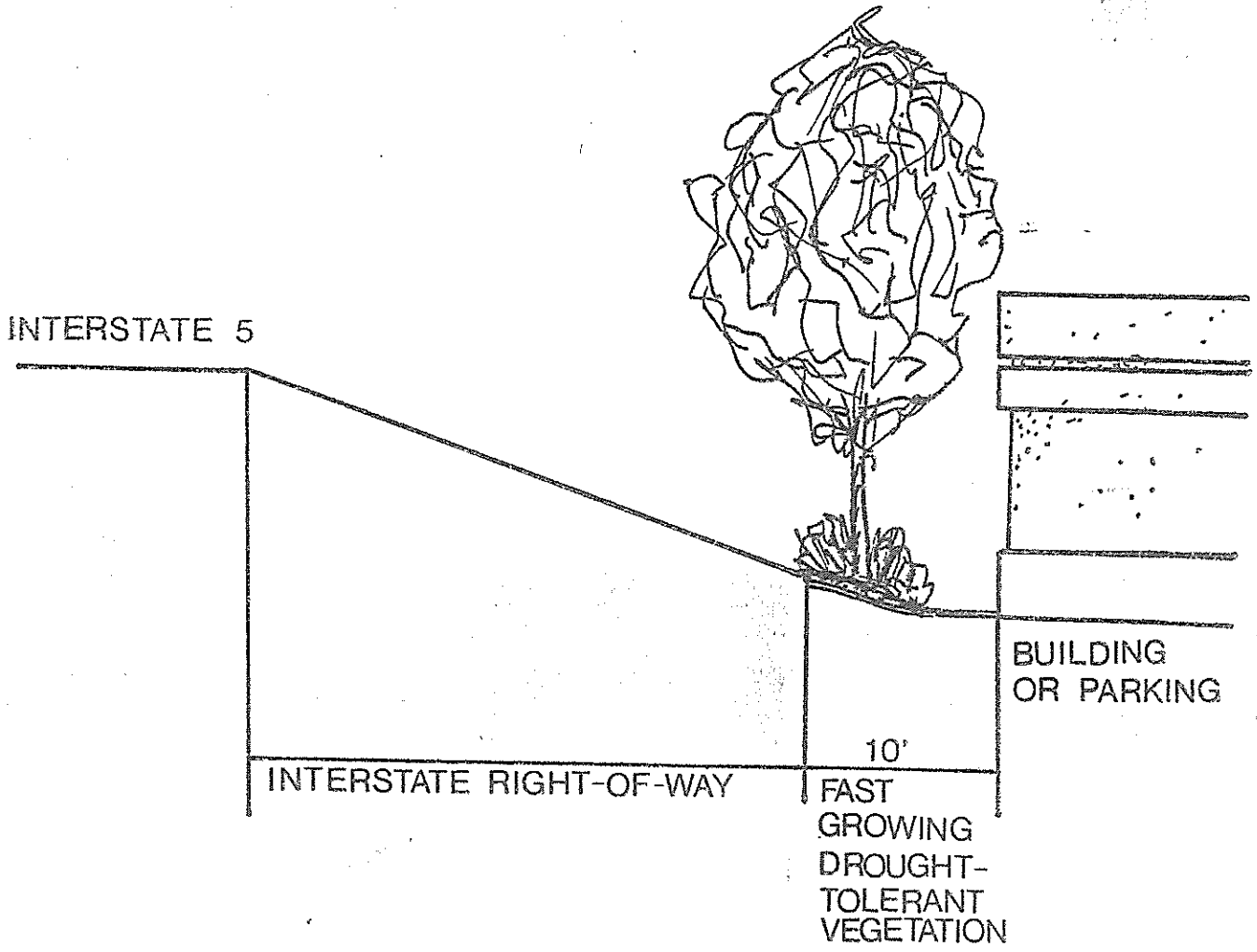


LOCATION MAP

FIGURE 2A



LANDSCAPING ADJACENT TO INTERSTATE 5



N

TYPICAL STREET LANDSCAPING AVENIDA ENCINAS & POINSETTIA LANE

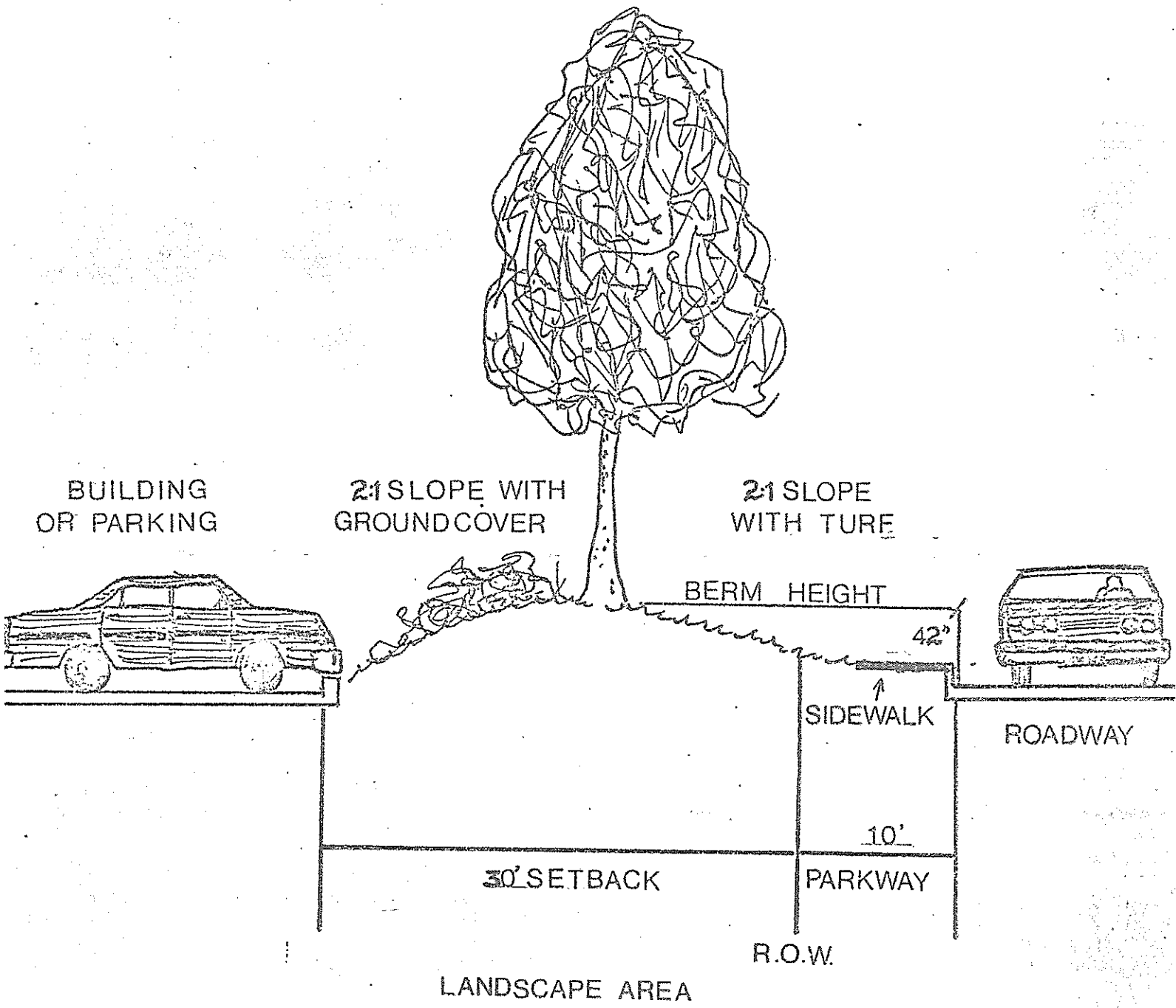
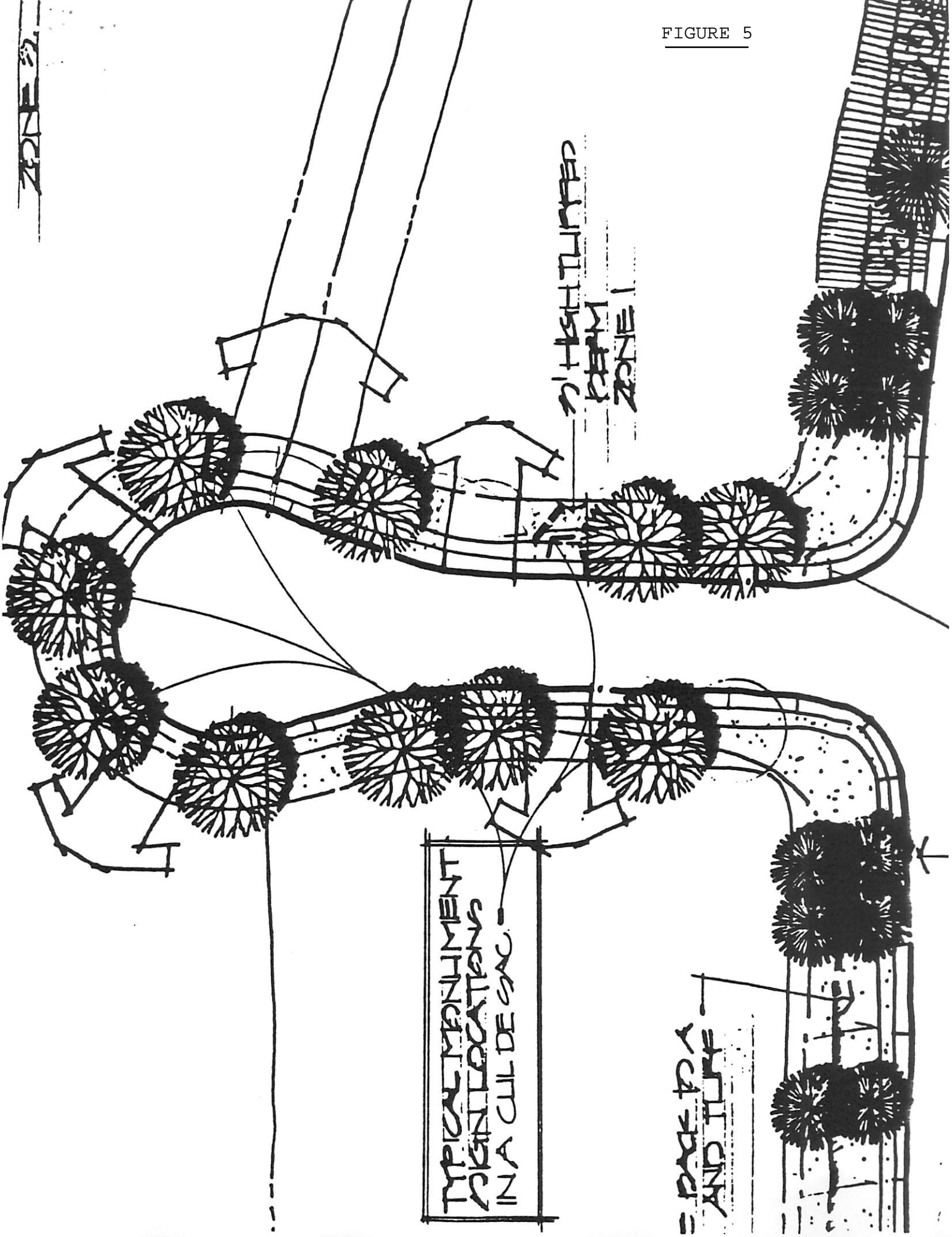


FIGURE 5



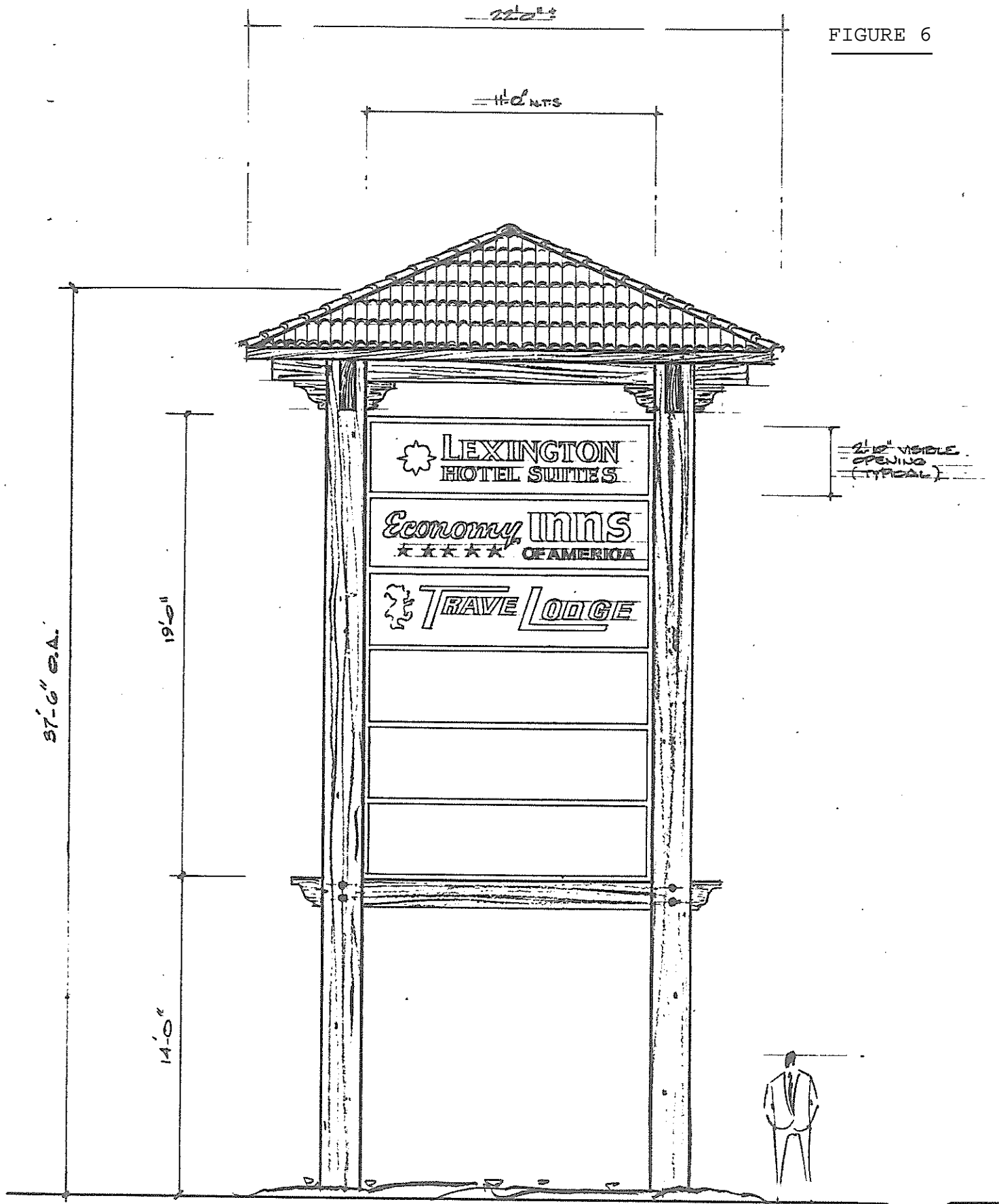
ZONE 2

TYPICAL MONUMENT
PLANT LOCATIONS
IN A CUL DE SAC

HIGHLIGHTED
PLANT
ZONE 1

SPACE FOR A
AND TURF

FIGURE 6

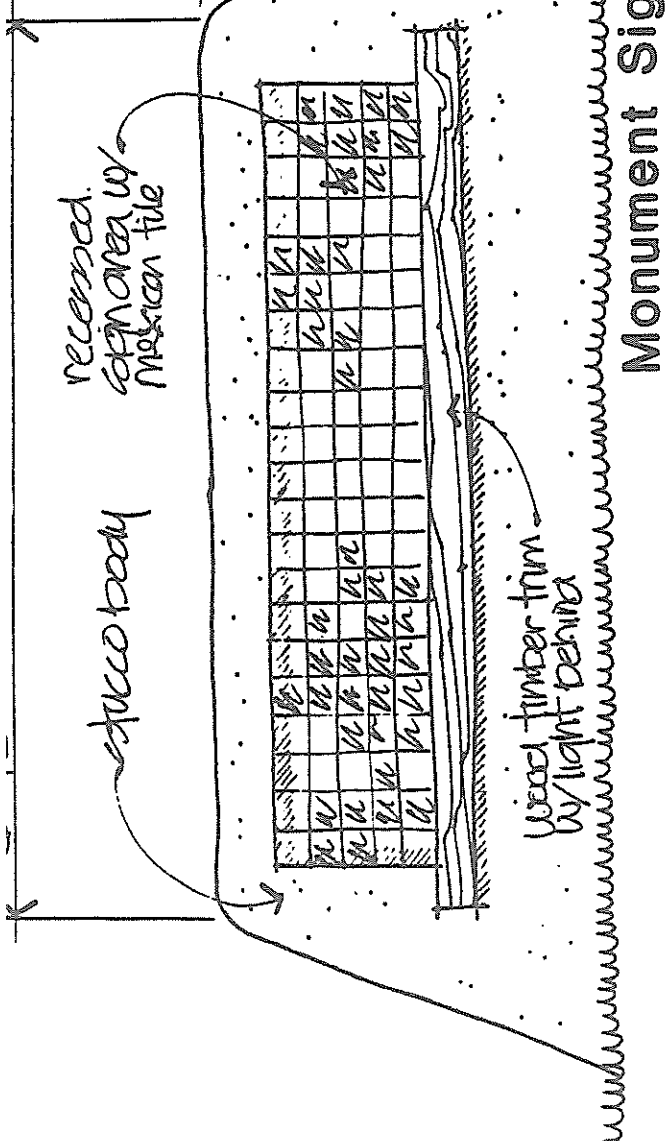
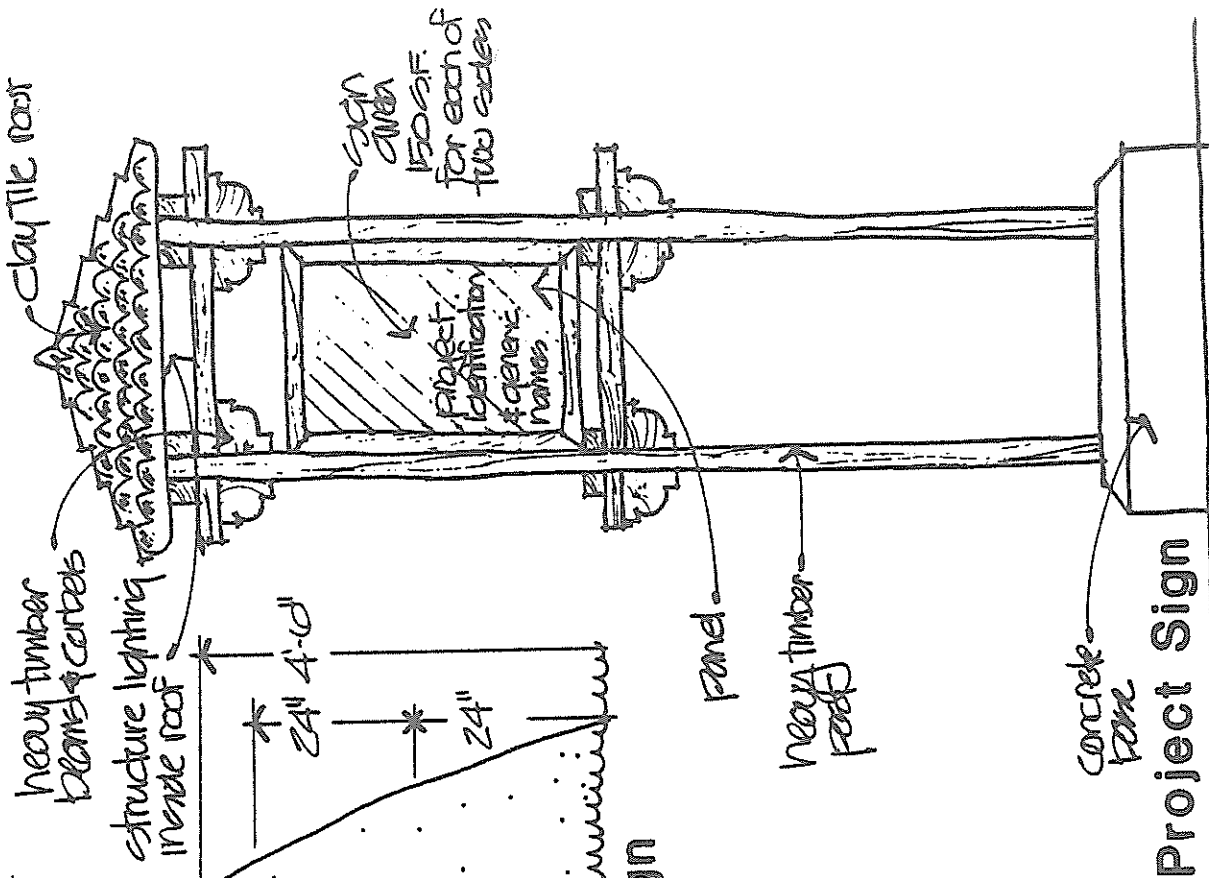


DOUBLE FACE Pylon FACED Pylon SIGN • INT. ILLUMINATION

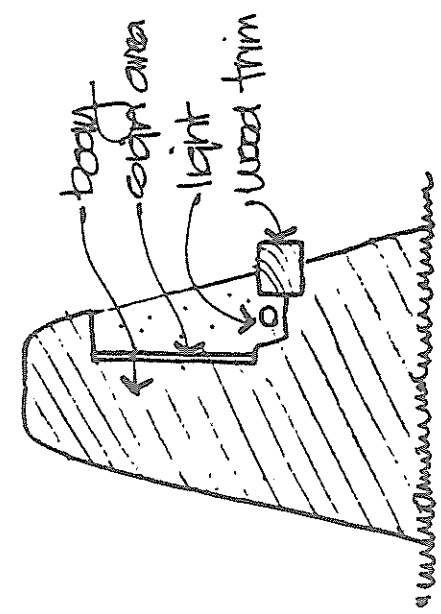
SCALE 3/8" = 1'-0"

SIGN FACE AREA = 11'-0" x 19'-0" = 209 sq'

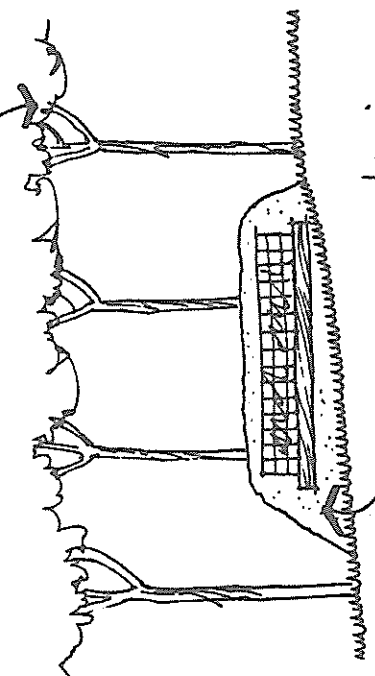
TOTAL SIGN AREA = 250 sq'



Monument Sign



SECTION



landscape theme

FIGURE 7

INTERSTATE FIVE

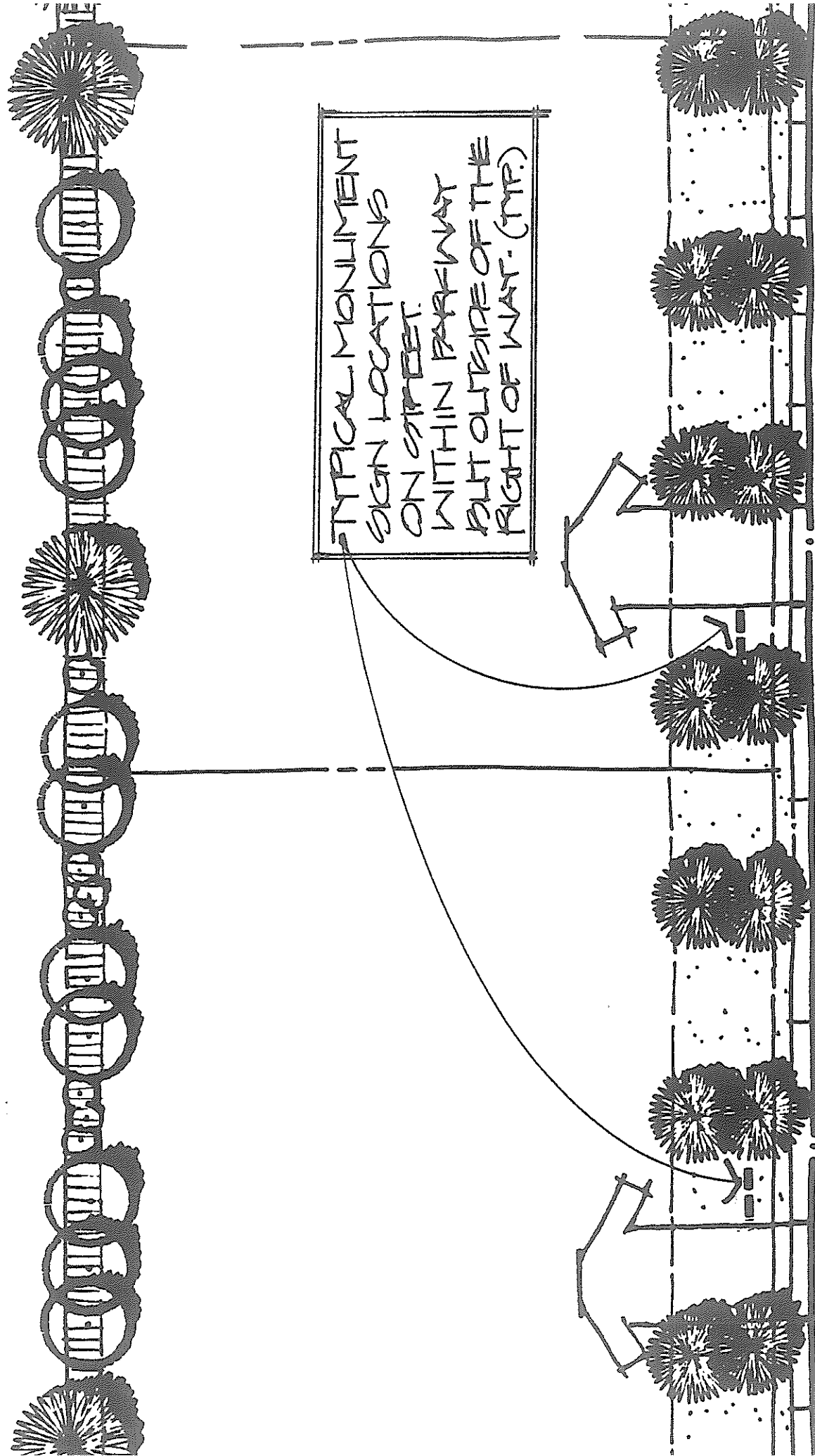


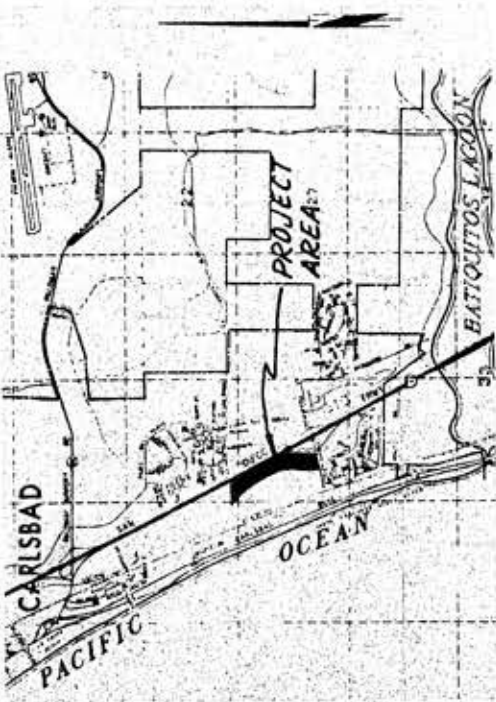
FIGURE 8

AVENIDA ENCINAS

SPECIFIC PLAN / SITE DEVELOPMENT PLAN

(TSM no. 81-5)

EXHIBIT A

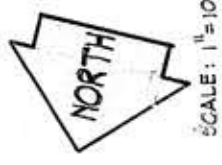


VICINITY MAP

GROSS ACREAGE: 23.60
NET ACREAGE: 20.14
EXISTING ZONING: C-2

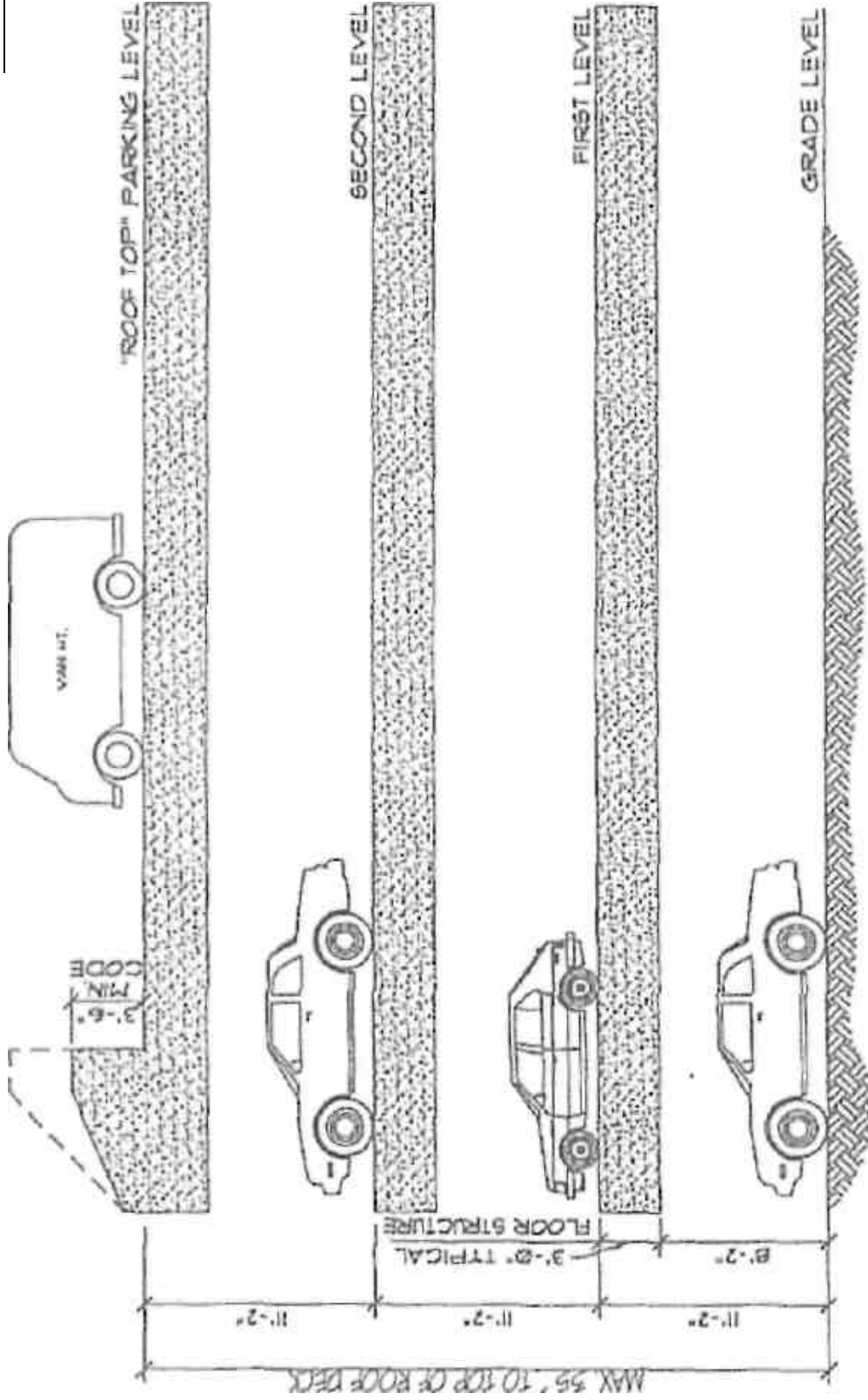
EXISTING LAND USE: VISITOR COMMERCIAL / GENERAL COMMERCIAL

PROPOSED LAND USE: AUTO RETAIL / GENERAL COMMERCIAL
VISITOR COMMERCIAL



- PORSCHE
- VOLVO
- KAISER PERMANENTE MEDICAL OFFICES
- LA QUINTA INN
- RAMADA
- MOTEL 6
- BENIHANA OF CARLSBAD
- HOLIDAY INN

EXHIBIT B



PROPOSED PARKING STRUCTURE MAXIMUM HEIGHT
3 LEVELS ABOVE GROUND PARKING
WITH SCREENED ROOF TOP PARKING

EXAMPLES OF ARCHITECTURAL DESIGN FEATURES FOR AREA C: AUTOMOTIVE RETAIL DISTRICT



EXAMPLES OF ARCHITECTURAL DESIGN FEATURES FOR AREA C: AUTOMOTIVE RETAIL DISTRICT

