

ORDINANCE NUMBER O- 18675 (NEW SERIES)

ADOPTED ON SEP 14 1999

AN ORDINANCE AMENDING CHAPTER X, ARTICLE 4, OF THE SAN DIEGO MUNICIPAL CODE BY BY ADDING A NEW DIVISION 7 TITLED CENTRE CITY SIGN CONTROL DISTRICT AND BY ADDING SECTIONS 104.0701 THROUGH 104.0706 RELATING TO DIRECTIONAL SIGNAGE ON PUBLIC PROPERTY AND IN PUBLIC RIGHTS-OF-WAY IN THE CENTRE CITY COMMUNITY PLANNING AREA.

BE IT ORDAINED, by the Council of The City of San Diego, as follows:

Section 1. That Chapter X, Article 4, of the San Diego Municipal Code is amended by adding a new Division 7 titled Centre City Sign Control District and by adding Sections 104.0701 through 104.0706, to read as follows:

DIVISION 7

Centre City Sign Control District

SEC. 104.0701 Purpose and Intent

It is the intent of this sign district to preserve and promote the unique aesthetic and economic values of Centre City; to provide a systematic and comprehensive approach toward meeting the sign needs of the community; to promote efficient vehicular traffic movement; to promote traffic safety; and to facilitate implementation of the Comprehensive Downtown Parking Plan, as adopted by the City Council on December 2, 1997, and on file in the Office of the City Clerk as Document No. RR-289520.

SEC. 104.0702 Definitions and Qualifying Criteria

All defined terms appear in italics in this division. For purposes of this division:

District means the Centre City Sign Control District.

Traffic Destination Point means a business area or tourist destination within the *District* for which the City Engineer has determined that vehicular trips to and from the destination are substantial in relation to the total traffic in the *District* and for which the City Engineer has determined that directional signage to the destination would be prudent in order to promote efficient and safe vehicular movement on the streets located in the *District*.

Parking Facility means a privately or publicly owned or operated off-street parking facility or group of facilities within the *District* for which the City Engineer has determined that directional signage to such parking facility will serve a substantial public interest by promoting efficient parking and implementation of the Comprehensive Downtown Parking Plan, as adopted by the City Council on December 2, 1997, and on file in the Office of the City Clerk as Document No. RR-289520.

SEC. 104.0703 Applicability of Division

Certain types of signs are specifically permitted in the *District*, as set forth in this division. The signs permitted under this division are in addition to those types of signs currently permitted by the Centre City Planned District Ordinance, Marina Planned District Ordinance, and Gaslamp Quarter Planned District Ordinance.

SEC. 104.0704 Boundaries of *District*

The boundaries of the *District* are coterminous with the Centre City Community Plan Boundary, as shown on Figure 1 of Chapter X, Article 3, Division 19, of the San Diego Municipal Code.

SEC. 104.0705 Types of Permitted Signs

Directional Signs are permitted on public property and in public rights-of-way for the purpose of directing vehicular traffic to the following location:

- a. Public places that are owned, leased or operated by federal, state or local governments or their agencies.
- b. Privately owned or operated scenic, cultural, scientific, educational, tourist-attraction facilities, or any combination of these facilities that qualify as *Traffic Destination Points*.
- c. Privately owned or operated parking facilities open to the general public that qualify as *Parking Facilities*.


SEC. 104.0706 Permitted Signs to Conform to Other Laws

Signs permitted under this division shall be maintained or erected in conformance with all applicable building regulations in Municipal Code Chapter IX, Article 1, and the applicable regulations concerning total permitted sign area.

Section 2. That a full reading of this ordinance is dispensed with prior to its final passage, a written or printed copy having been available to the City Council and the public a day prior to its final passage.

Section 3. Except in the Coastal Overlay Zone, this ordinance shall take effect and be in force on the thirtieth day from and after its passage and stay in effect until Sections 104.0701 through 104.0706 are repealed pursuant to Section 5 of Ordinance No. O-18451 (the Land Development Code), adopted December 9, 1997. Within the Coastal Overlay Zone, this ordinance shall be in force and effect on the date it is effectively certified by the California Coastal Commission as a City of San Diego Local Coastal Program amendment and stay in effect until Sections 104.0701 through 104.0706 are repealed pursuant to Section 5 of Ordinance No. O-18451 (the Land Development Code), adopted December 9, 1997.

APPROVED: CASEY GWINN, City Attorney

By 
Elisa A. Cusato
Deputy City Attorney

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STRIKEOUT ORDINANCE

NEW LANGUAGE: Redlined

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10/12/99

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